35 Cents

30 YEARS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

FEBRUARY 13, 1961

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ON THE WAY TO FABULOUS FIRST RATINGS!

Miami Undercover

starring

LEE BOWMAN

with

ROCKY GRAZIANO

Sudden Danger. Hidden Intrigue in A VACATION PARADISE!

MORE STATIONS are buying every day. . . .

WHDH-TV Boston
KETV Omaha
WHO-TV Des Moines
WLW-C Columbus
WLW-A Atlanta
KTVK Phoenix
WNEW-TV New York
KOA-TV Denver
KABC-TV Los Angeles
KPRC-TV Houston
WKBW-TV Buffalo
WDSU-TV New Orleans
WCCO-TV Minneapolis-St. Paul
WAVY-TV Norfolk-Portsmouth
WLBW-TV Miami
WKRC-TV Cincinnati
KGO-TV San Francisco
WLW-I Indianapolis
WROC-TV Rochester
KSL-TV Salt Lake City

and many more

MORE SPONSORS are acting fast . . .

WIEDEMANN BEER
INSTANT FELS-NAPTHA
TEXAS STATE OPTICAL
LINCOLN MERCURY in Chicago
ALBERS SUPERMARKETS in Columbus
ROCKYDALE QUARRIES in Roanoke
BELL TIRE CO. in Albuquerque
RICHFIELD CONSTR. and HART JEWELERS in Lima
SADIM SERVICE CORP. (MIDAS MUFFLERS) in Rochester
RAMBLER in Denver
HANSON'S SERVICE in Tucson

and many more

FABULOUS PLAYGROUND! . . . that must be kept free of troublemakers!

United Artists ZIV

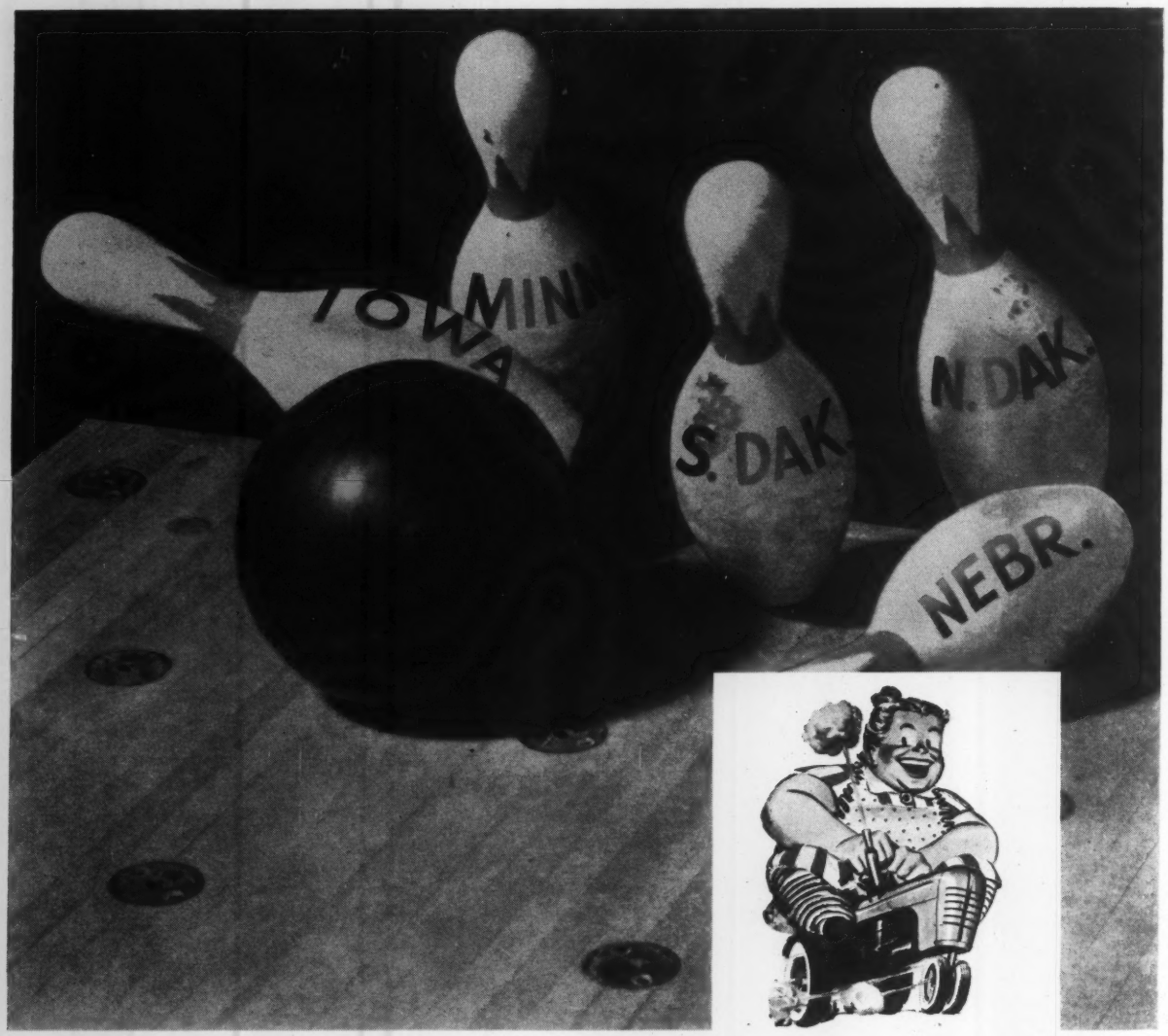
FILMED ON LOCATION IN MIAMI!

From Oceanfront to Everglades . . . ACTION! EXCITEMENT! ROMANCE! Stories of the man hired to "KEEP TROUBLE OUT OF MIAMI!"

ZIV-UNITED ARTISTS, INC.
488 Madison Avenue
New York 22, N.Y.

Produced by SCHENCK-KOCH ENTERPRISES, INC.

See your ZIV-UA man. He can tell you why more and more stations and sponsors are signing up every day. Don't delay!



BIG AGGIE PICKS UP ALL FIVE

Over 16,000 bowlers from these five states plus Wyoming will participate in WNAX-570's twelfth annual bowling tournament. It's the biggest regional bowling tournament sponsored by any radio station. This year's prizes will be an estimated $40,000.

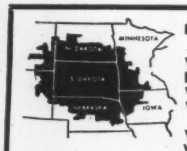
The entrants from these six states indicate WNAX-570's wide coverage area—an area in which there are 2¼-million people spending 3-billion dollars each year. And 80% of these people listen to WNAX-570 three to seven times a week. Big Aggie delivers the listeners Iowa, Minnesota, Nebraska and North and South Dakota.

Bowling or broadcasting—WNAX-570 has the promotional know-how and the coverage to produce results.

WNAX-570 CBS RADIO

PROGRAMMING FOR ADULTS OF ALL AGES

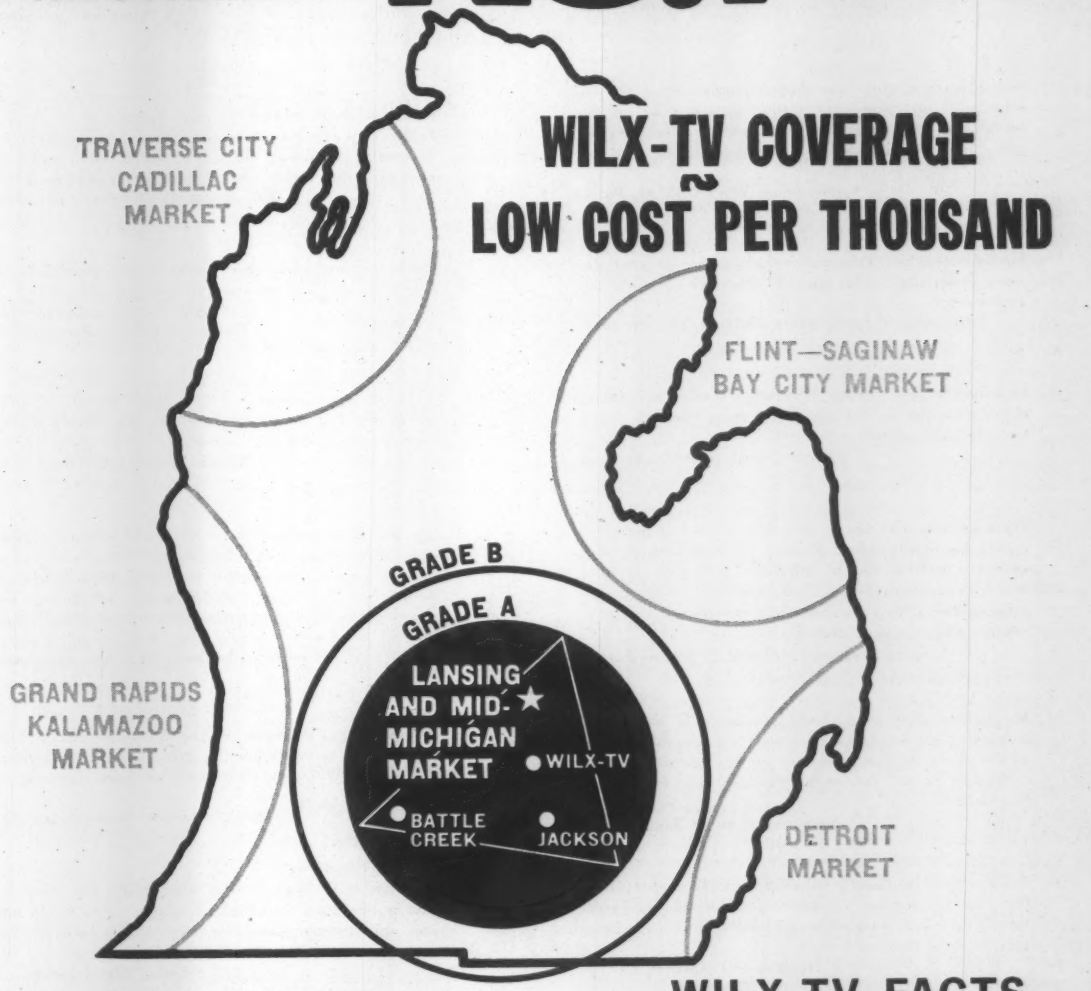
PEOPLES BROADCASTING CORPORATION
Sioux City, Iowa, Sioux Falls and Yankton, South Dakota
Represented by Katz



PEOPLES BROADCASTING CORPORATION
WNAX, Yankton, S. Dak.
KVTV, Sioux City, Iowa
WGAR, Cleveland, Ohio
WRFD, Columbus-Worthington, Ohio
WTTM, Trenton, N.J.
WMMN, Fairmont, W.Va.

THIS IS WHAT THE MICHIGAN MARKET IS REALLY LIKE !!

LANSING AND MID-MICHIGAN } **No. 1** { OUTSIDE DETROIT!



With annual retail sales of $1,224,302,000, the Lansing-Mid-Michigan Market is second only to Detroit in the Wolverine State!

WILX-TV covers this important market. No other single station offers city grade coverage of Mid-Michigan's "Golden Triangle" cities — Lansing, Jackson and Battle Creek.

WILX-TV delivers the Lansing - Mid-Michigan Market at *lowest cost* per thousand TV Homes.

REPRESENTED BY

VENARD, RINTOUL & McCONNELL, INC.

WILX-TV FACTS

- STUDIOS IN LANSING JACKSON BATTLE CREEK
- FULL TIME NBC
- TOWER HT. 1008'
- POWER 316,000 WATTS

THE GOLDEN TRIANGLE STATION

WILX TV CHANNEL 10

Associated with WILS / Lansing / WPON-Pontiac

WGAL-TV serves the public interest

I wish to thank you for the splendid television coverage you gave us for our Thirteenth Annual Auto Box Derby. It is with such assistance as yours that we are able to proudly carry our slogan, "Friend of the Boy".

Reading Optimist Club

We wish to express our deepest appreciation for the wonderful reception your station accorded us on our recent stay at Olmsted Air Force Base. We feel that the public at large learned a great deal about Civil Air Patrol through your efforts.

Pennsylvania Wing Civil Air Patrol

Please accept our sincere personal thanks for your station's television coverage of the 30th Anniversary ceremonies.

State Hospital for Crippled Children, Elizabethtown

In behalf of our Poultry Federation I wish to express our sincere thanks for the time you allotted to us on your farm program.

Pennsylvania Poultry Federation

My sincere thanks for your public-spirited cooperation during the recent Federal income tax filing season. Your generous contribution of television time and facilities in the production of our "Is It Taxable?" series of tax information programs, certainly constitutes a public service of the highest order.

Internal Revenue Service, U. S. Treasury Dept.

We believe that your ready assistance in helping to publicize Civil Service examinations is a valuable adjunct to the efforts of the State Civil Service Commission and a worthy public service to Pennsylvania viewers of WGAL-TV.

Civil Service Commission, Commonwealth of Pennsylvania

The thanks of all those involved at Franklin and Marshall for your cooperation in showing "Education is Everybody's Business". I hope we did some good for the fund-raisers in the Channel 8 area.

Franklin and Marshall College

This is to thank you for cooperating with the Pennsylvania State Police by withholding broadcast of information of bombing threats in the Central Pennsylvania area . . . the persons making these threats are pleased, even inspired, by the notoriety accorded them, even anonymously.

Pennsylvania State Police

Please accept my sincere thanks and congratulations for having made the facilities of station WGAL-TV available for our hour-long presentation of the need for widespread public support of the struggle to end the exploitation of our fellow human beings making up the migrant labor force.

AFL-CIO

Please accept our many thanks for the fine production of our York Suburban Band. I wish to congratulate you for giving the students an opportunity to perform good school music literature in a program of this type.

York Suburban High School

I want to take this opportunity to personally thank you and your excellent staff for your support of our Armed Forces Day activities. I received many, many favorable comments concerning the special taped show, and I am convinced that this is one of the best we ever produced.

Middletown Air Materiel Area, USAF

Please accept our sincere thanks and appreciation for your very excellent program on hunting safety.

Pennsylvania Game Commission, Commonwealth of Pennsylvania

a record attendance of 1,221. Much of the credit in attracting this number of Rotarians and Rotary Anns is due to your television broadcast.

District 739, Rotary International

On behalf of thousands of teachers in your viewing area, may I express the appreciation of the Pennsylvania State Education Association and the National Education Association for your cooperation in scheduling and showing the NEA film series, "The School Story". Your interest in education is genuinely appreciated.

Pennsylvania State Education Association

The Publicity Committee of the Good Samaritan Hospital wishes to thank you for your generous allowance of TV time. With your help, our Fair was a gratifying success.

Good Samaritan Hospital, Lebanon

I wish to thank you for the wonderfully fine coverage your station gave our Civic Club program. We found that your station was widely seen by folks generally, from our wealth of favorable comments.

Civic Club of Harrisburg

WGAL·TV

Lancaster, Pa. · NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Haven with Hagerty

Upheaval in CBS News occasioned by reorganization of top echelon may bring unexpected windfall to ABC and its new vice president in charge of news, Jim Hagerty. It's understood number of top-flight CBS news people (as well as several from NBC) have made contacts with Mr. Hagerty and it's likely that well-known names will be popping up on ABC's channels before long.

Also abetting switch of news personalities to ABC is that network's new agreement with NABET which paves way for organization-wide retirement and welfare fund benefits heretofore not accorded either ABC or Paramount Theatres employes.

Anybody hurt?

It's still too early to tell whether any scars have been left by Madison Avenue's biggest tv power play in recent history. This was move by rival networks to lure General Foods' array of shows away from CBS-TV. General Foods feels it's emerged victor, while CBS-TV apparently can lay claim to having salvaged as much as $25 million in potential billing. NBC-TV and ABC-TV, according to those who know, came in with "good" offers but attraction was not enough (story page 38). Advertiser feels it benefitted because it reportedly walked away with favorable concessions in time periods for its next season's shows. Among pivotal programs were these GF-owned properties: new *Freshman* (Four Star), *Danny Thomas, Andy Griffith* and *Hennesey* (which is currently in doubt for next season).

Censorship appeal

If Supreme Court grants petition for rehearing of motion picture censorship case (wherein highest court split 5-4 in favor of prior approval of pictures by Chicago Review Board) NAB will seek permission to file brief *amicus curiae* (as friend of court). NAB President LeRoy Collins authorized step and so informed NAB board of directors last Friday at Palm Springs and also motion picture group.

Multi-million shopper

Word is that Aluminum Co. of America is seeking 9-10 p.m. Tuesday time slot on NBC-TV, for which Talent Assoc., New York, is producing action-adventure show. Cost to Alcoa would be $6.5 million, half-million less than sponsor was willing to spend for ABC-TV's *The Corrupters* before that deal fell through. Advertiser also is shopping CBS-TV's *The Defenders*, 10-11 p.m. Tuesdays. Alcoa, which prefers NBC-TV's show, switches from last season's half-hour weekly format to hour-long two-thirds sponsorship, while increasing tv budget $1.5 million (CLOSED CIRCUIT, Jan. 16).

Help wanted

No. 2 job at Assn. of Maximum Service Telecasters will be open April 1. On that date Arch L. Madsen, AMST's assistant executive director, will leave to take over important station management job not vet identified. Mr. Madsen joined Washington-based association in 1959 under Lester Lindow, executive director, after serving with WLS Chicago, Radio Advertising Bureau and KOVO Provo, Utah.

Hemisphere session

Inter-American Assn. of Broadcasters will hold meeting in conjunction with NAB convention in Washington, May 7-10, in light of Latin American situation stemming from Castro's seizure of private broadcast operations in Cuba as well as repercussions elsewhere. Spearheading move for joint session in interest of freedom of broadcast media in hemisphere were Herbert E. Evans, president of Peoples Broadcasting Corp., Columbus, Ohio, IAAB delegate from NAB, and Jose Ramon Quinones, owner of WAPA San Juan, Puerto Rican delegate.

Another day for 'Rain'

Despite assurances from network officials, NBC-TV's plans for tv production of "Rain" are now extremely tenuous due to Marilyn Monroe's mysterious illness. Actress was to star in tv play which is scheduled for video taping next month and network presentation in early fall. Rehearsals for show have already been postponed and there is considerable doubt that Miss Monroe, now patient in New York hospital and described as "very sick girl" by close associate, will be able to resume working without first taking prolonged rest.

Ruder to Commerce

Look for early announcement of appointment of William Ruder, board chairman of Ruder & Finn Inc., New York, as special assistant to Secretary of Commerce for public affairs. Mr. Ruder is taking leave of absence from his public relations firm, which specializes in industrial accounts but is active in radio-tv promotion, to take on Washington assignment.

Minow's mentors

Daily press made much of discovery that FCC Chairman-designate Newton Minow had "suggested" answers to expected questions written out in advance of his Senate Commerce Committee confirmation hearing last week. In accepted and common practice, Mr. Minow was briefed by future aides night before.

Name of presidential assistant James M. Landis did not come up during Minow quizzing nor were controversial Landis recommendations mentioned—although Mr. Minow was prepared and expected to answer such questions. Working with Mr. Minow on hearing were Henry Geller of Justice Dept., former FCC attorney who will return to commission, ABC attorney Ted Meyers and Joel Rosenbloom of FCC general counsel's office.

Walker's departure

There was much talk at NAB board session last week over resignation of engineering manager, A. Prose Walker (BROADCASTING, Feb. 6).

Although he had not explained reason for resignation of his $21,000 job, word made rounds that he was chagrined over failure to achieve vice presidency when two such appointments were made by Policy Committee in other NAB departments. No indication yet as to successor since he does not leave NAB until after May convention in Washington.

Still in business

XEAK Tiajuana, Mexico, programmed in English and maintaining sales headquarters in San Diego, Calif., late last week was busy denying reports that it had instituted bankruptcy proceedings. Fact is, said Bob Harman, commercial manager, that California Broadcasters Inc., operator of XEAK, is being dissolved and new corporation formed to allow expansion into other fields, not permissible under CBI corporate papers. Helen Maria Alvarez, one-time partner of Jack Wrather in KFMB-AM-TV San Diego and KERO-TV Bakersfield, both California, holds majority interest in CBI.

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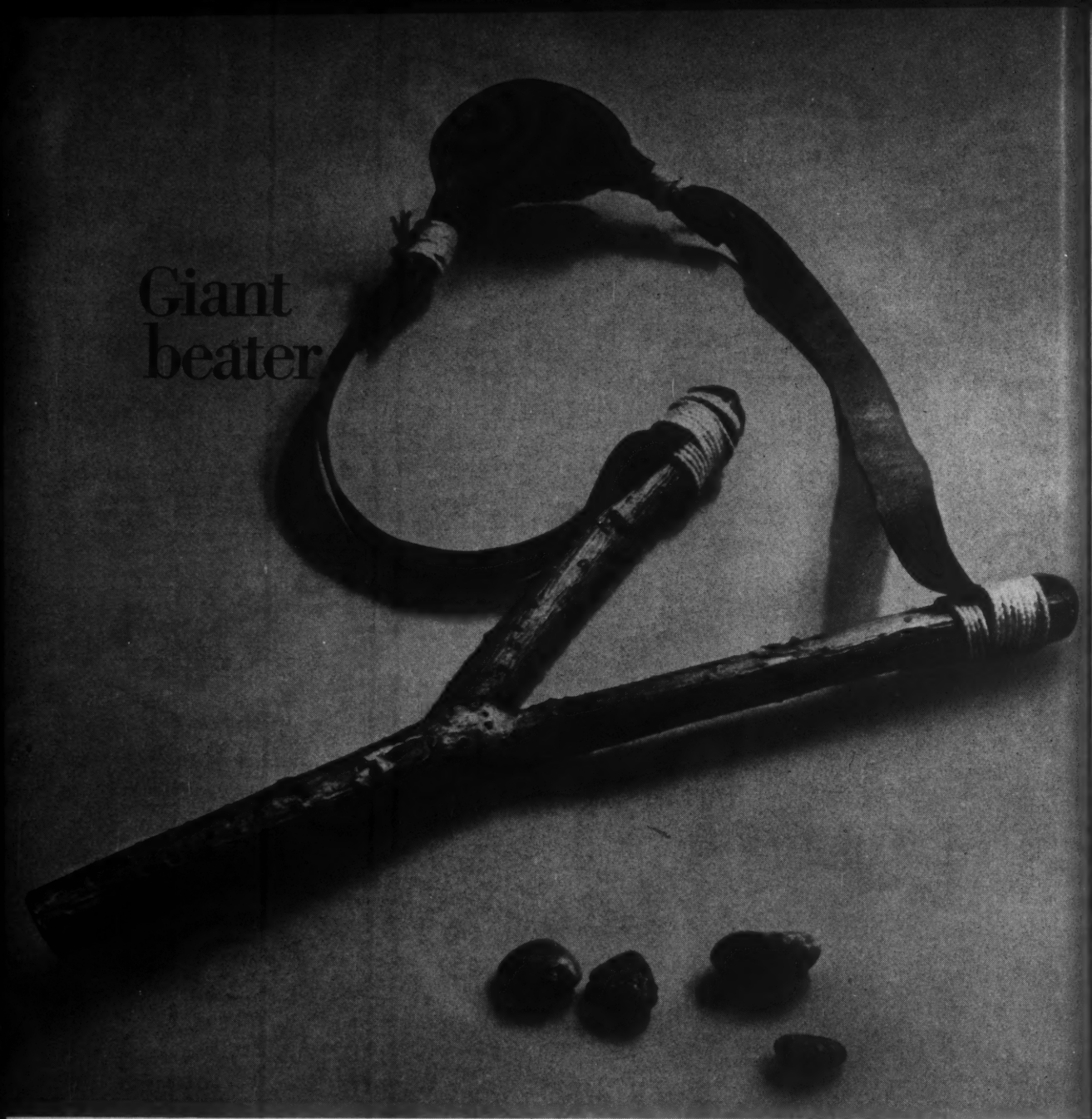
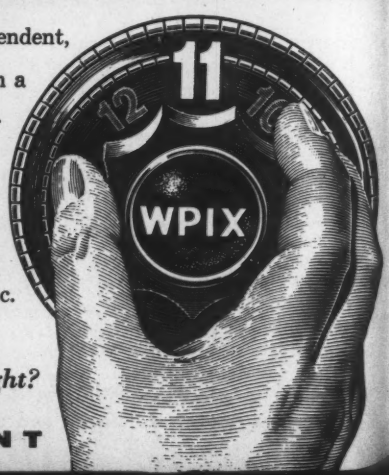


New York is giant in size and sales. It is not easily sold! WPIX-11, New York's Prestige Independent, delivers the "right tool at the right time" — *minute commercials in prime evening hours* in a "network atmosphere" of fine programming, advertisers and audiences. *Programs* like Air Power, M-Squad, Bold Journey, San Francisco Beat, The Honeymooners. *Advertisers* (98% of WPIX advertisers are national) like General Foods, General Motors, P&G, Coca Cola, R. J. Reynolds. A. C. Neilsen has proved there is "no significant difference" between WPIX's Audience and the leading network station in terms of income level, age, occupation, etc. WPIX-11 is a giant-beating opportunity in New York television.

• *where are your 60 second commercials tonight?*

NEW YORK'S PRESTIGE INDEPENDENT



WEEK IN BRIEF

The "company spokesman" type of tv salesman is on the way out, or at least down, according to a special study for BROADCASTING by Schwerin Research Corp. Increased use of animation is revealed in analysis. See lead story . . .

DEATH OF TV SALESMAN? . . . 27

NAB's board, keenly aware of Washington pressures in the field of business ethics, tightened the radio and tv codes at the annual winter meeting last week. Justin Miller named for Distinguished Service Award. Budget of $1.5 million (including code boards) voted. See . . .

NAB ADDS TEETH TO CODES . . . 60

It's goodbye to block-booking in the tv feature film syndication business. Final judgment issued by federal court follows finding of tie-in sales. See . . .

END OF BLOCK BOOKING . . . 70

Pepsi-Cola, major soft-drink advertiser, is overhauling its extensive advertising schedule. Most dramatic change will be re-entry into television, including an hour-long variety show. Local broadcasting will be expanded. See . . .

PEPSI'S RADIO-TV SPLASH . . . 32

CBS-TV, having heard some pointed criticism of its plan to peddle hard-to-sell late-morning programs, went ahead with it, setting Feb. 13 as the starting day. Lever and Lipton first to sign. See . . .

CBS-TV PLAN SHOVES OFF . . . 36

One of radio's most controversial problems—heavily commercial participation or multi-sponsor programs, was hit head-on by the NAB Radio Board. Maximum limit of commercials any single hour set at 18 minutes. See . . .

NEW RADIO CODE LIMITS . . . 64

That famed inquisitor, the Senate committee, proved to be a friendly neighbor to Newton N. Minow, nominated to be FCC chairman, as commerce group was favorably impressed by broadcast views of the young Chicago lawyer. See . . .

MINOW PLEDGES FIRM HAND . . . 44

When it comes to monopoly, Paul Rand Dixon knows his way around after long experience with Senate anti-trust probes. Now he's the nominee for chairmanship at the collusion-minded Federal Trade Commission. See . . .

MONOPOLISTS—LOOK OUT . . . 45

A top agency executive, Leo Burnett, has a theory the public puts about as much faith in attacks against advertising as it does in exaggerated product claims. See . . .

BEWARE DEADLY ENNUI . . . 30

The outgoing chairman of the FCC, Frederick W. Ford, is getting sensitive about all the brickbats hurled at this agency. Last week he snapped back, apparently at James M. Landis, the President's regulatory advisor. See . . .

FORD REPLIES TO CRITICS . . . 54

That persistent rock looker-under, Rep. Moss, is still busy digging up the news-concealing activities of government bureaucrats and others who censor information. See . . .

MOSS—NO STONE UNTURNED . . . 50

Broadcasters will have a chance to get better acquainted with their government during the next NAB convention, to be held in Washington May 7-10. Reception for legislators and federal officials will be a top feature. See . . .

NAB'S GOVERNMENT RECEPTION . . . 65

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BROADCASTING

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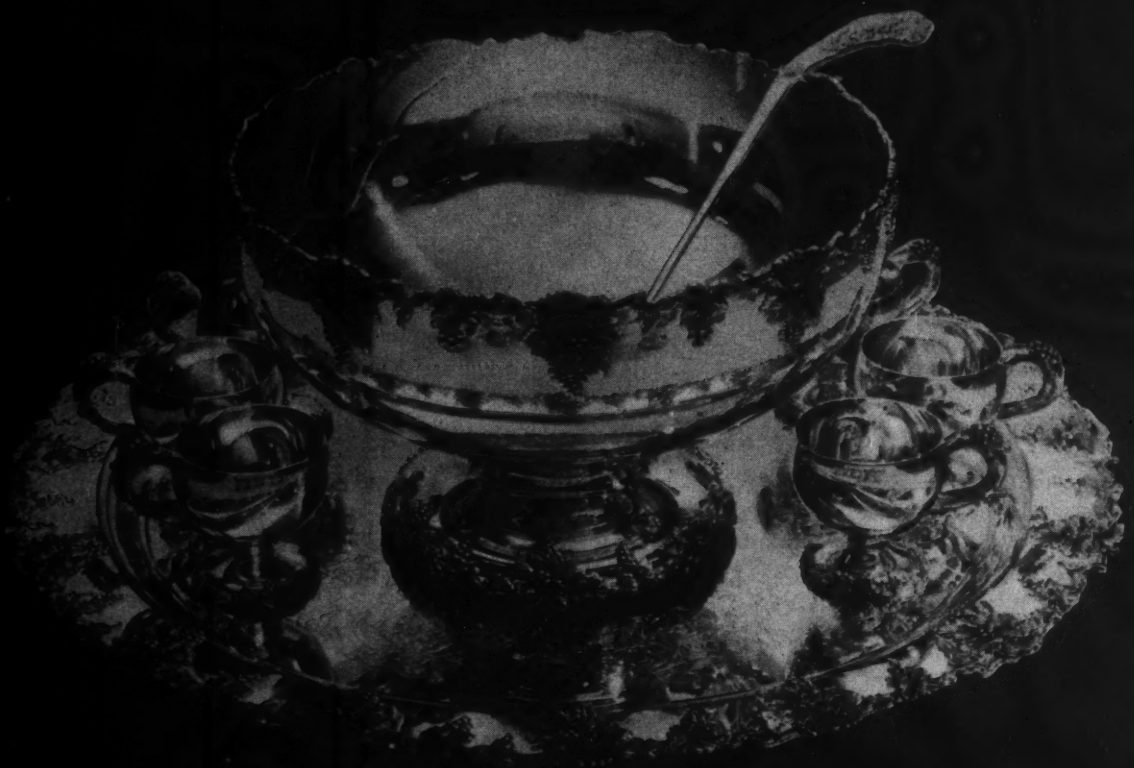
QUALITY TELEVISION*

SELLS

RICH, RICH

SOUTHERN NEW ENGLAND



QUALITY IN THE SILVERSMITH'S CRAFT IS REPRESENTED BY THIS RE-CREATION OF A RICHLY ORNAMENTED, LATE NINETEENTH CENTURY VINTAGE PUNCH SET, MANUFACTURED BY THE INTERNATIONAL SILVER COMPANY OF MERIDEN, CONNECTICUT.

IN RICH, RICH SOUTHERN NEW ENGLAND, QUALITY IN TELEVISION IS THE HALLMARK OF WTIC-TV.

OH YES, WTIC-TV PROGRAMS ARE HIGHEST RATED TOO.

WTIC TV 3 HARTFORD, CONNECTICUT

*ASK YOUR HARRINGTON, RIGHTER & PARSONS MAN

AT DEADLINE

COLLINS DEMANDS NAB OVERHAUL

Says NAB must replace networks as industry spokesman

LeRoy Collins made his bid for undisputed leadership of broadcasting Friday, calling for "positive program" to pull industry out of "serious trouble."

At closing session of NAB board in Palm Springs, Calif. (early stories start, page 60), Gov. Collins advocated plan that would make NAB, not networks, official spokesman for all broadcasting. And if tv programming isn't improved, he warned, "we're whipped before we start."

Deploring "defensive battle" waged by broadcasters, he voiced shock over powerful role program rating services take in influencing programs. Having no "checkrein or oversee status" over ratings, he said, broadcast has let "an outsider become master of its house and doesn't even check his health card."

Second Fiddle ▪ Though praising network's Washington stature, he lamented, "When big, important matters develop concerning broadcasting, NAB too often is not regarded as the primary contact. Rather, the networks are." He doesn't quarrel with them about this, he said, but feels it's up to NAB to build acceptance on its own merits.

Forty-member board gave Gov. Collins standing ovation and formal vote of endorsement. Network directors, except MBS President Robert Hurleigh, weren't happy with proposal NAB rather than networks should speak for all broadcasters and opposed release of speech for publication. Mr. Hurleigh thought it would be helpful as deterrent to Congress and FCC.

One network director said speech provided check-list for industry enemies; another thought it would have adverse economic effect; third openly dissented but agreed with "positive program" theory.

Independent directors generally felt speech was historic, pledging support. Some wondered if he had covered too much ground in view of his limited industry experience.

In Trouble ▪ Gov. Collins opened by saying he felt broadcasting "is in serious trouble" and "its public favor dangerously low." He cited wide criticism from public, organizations and government. Number of plans for government intervention in areas always considered "holy ground for private enterprise" were mentioned.

He praised radio and tv codes but said they are mainly "a defensive battle," and doubted value of claiming there is no major tie between crime-violence programs, and juvenile delinquency, when large part of public feels there is connection.

Government will respond to pressures if broadcasters don't make needed improvement, he said, adding, "Of one thing we can be sure. Freedom, in some measure, will be lost in the process."

Gov. Collins advocated NAB program to meet "overriding needs"—better relations with federal government, with public and with broadcasting profession itself.

He said it's "wrong" that networks are primary contact when big matters develop affecting broadcasting, claiming networks should not "outrank" NAB.

New look at industry public relations was urged, including Television Information Office, networks and individual stations. Broadcasting needs "a better unified voice which can be and will be heard," he said, and expressed surprise there's no unified effort to use radio and tv in that direction.

NAB isn't strong enough now to carry out its mission, he said. "Its efforts are fragmented and proliferated. Too much of the work of its staff is directed to minor matters." He said broad-gauge problems should be attacked, called NAB board-committee structure cumbersome and promised to offer plan for reorganization at June board meeting asking budget fund to hire outside consulting aid.

In discussing programming, NAB president said radio and tv codes "are the beginnings of an effective program of self-improvement. I believe, however, that we must become more involved more effectively in improving the kind and quality of programming, the diversity of programming in prime time, the extent as well as the nature of advertising and the machinery for assuring self-discipline in all these areas. If we do not do these things they will be done for us—and to us. And down that road not only broadcasting but the American public will be the loser."

Gov. Collins said NAB "should not be regarded as another trade association. Broadcasting is a major factor in the whole of American life, and it is this stature which NAB must reflect in the nation's capital."

His call for single broadcasting voice was stated this way: "Surprisingly no unified, industrywide effort now is being made to use the medium of broadcasting to reach the very people upon whom broadcasting is most dependent —the broadcast audience. Radio has made a beginning in this direction through its 'Build Radio With Radio' campaign, a project of NAB designed to use the medium to acquaint its audiences with radio's service and benefits."

Bartell switch

Switch on usual move of publishers into tv-radio seemed on way Friday as Bartell Broadcasting Corp. neared completion of negotiations to buy control of 62-year-old Macfadden Publications Inc. (*True Story,* other magazines).

Bartell and other interests would pay $1.5 million for 30% of Macfadden, whose earnings last year were reported off from previous year's income ($739,-015, or $1.65 per share, on $18,-125,913 sales). Ownership passed into hands of Irving S. Manheimer and associates in 1950. Stock on American Stock Exchange closed at 10⅛ on Friday.

Bartell Broadcasting owns WOKY Milwaukee, KCBQ San Diego, KYA San Francisco, and WADO New York. Its broadcast holdings also include three tv stations—two in Netherlands West Indies and one in Haiti. President is Gerald A. Bartell.

McCollough heads NAB joint boards

Clair R. McCollough, president, Steinman Stations, Lancaster, Pa., was elected chairman of joint boards of NAB to serve until June 1962 at meeting last Friday in Palm Springs, Calif.

At request of President Collins, advisory committee was designated, comprising Mr. McCollough, as chairman, with Thomas C. Bostic, KIMA Yakima, Wash., chairman of Radio Board, and W. D. (Dub) Rogers, KDUB-TV Lubbock, Tex., chairman of Television Board, as regular members. If additional members are needed from time to time for special projects, vice chairmen of boards or other members having particular expertise will be designated.

Mr. McCollough had served as chairman of three-man policy committee

more AT DEADLINE page 10

WEEK'S HEADLINERS

Paul Rand Dixon, chief counsel and staff director of Senate Antitrust and Monopoly Subcommittee, nominated for chairmanship of Federal Trade Commission. Other nominations: **Philip Elman,** assistant to Solicitor General of U.S., as FTC commissioner; **Everette MacIntyre,** chief counsel of House Small Business Committee, to next FTC vacancy. (See details on page 45.)

Mr. O'Sullivan

Kevin O'Sullivan, sales manager of New York sales division, Independent Television Corp., New York, appointed general sales manager, N. Y. and network sales for firm. Mr. O'Sullivan was previously regional manager N.Y. sales and also worked as account executive with TPA, predecessor company of ITC. In other moves, **Jack Meadow,** member of NBC-TV film sales, appointed roving account executive for syndicated sales division of ITC, and **Jack Rhodes,** appointed central division district manager for syndicated sales.

Mr. Vandagrift

Carl Vandagrift, formerly general manager of KYW Cleveland, appointed to newly created position of staff coordinator for special corporate projects for Westinghouse Broadcasting Co. He will report directly to Donald H. McGannon, president of WBC. Mr. Vandagrift previously served for 22 years at WOWO Ft. Wayne, Ind., where he had been general manager until moving over to KYW, both WBC stations.

Mr. Antonowsky

Mr. Lieberman

Marvin Antonowsky and **Sy Lieberman** elected vps of Kenyon & Eckhardt. Mr. Antonowsky joined K&E in 1952 as media research analyst and was appointed associate media director in June 1960. In this capacity he was responsible for media research for all broadcasting operations concerning agency. Mr. Lieberman began working for agency in 1956 as account research supervisor and was appointed associate research director in 1960.

Mr. Walker

A. Prose Walker, NAB engineering manager whose resignation was announced Feb. 1 (BROADCASTING, Feb. 6) will join Collins Radio Co. in firm's Cedar Rapids (Iowa) development division, effective May 16. He will be responsible for development activities of Collins' commercial broadcasting and amateur product lines. Mr. Walker, with NAB since 1953, served previously with FCC in various capacities. He was chief of FCC's allocations branch and eastern supervisor of Conelrad project in last two positions prior to joining NAB.

For other personnel changes of the week see FATES & FORTUNES

following death of President Harold E. Fellows last March and until Gov. LeRoy Collins assumed presidency last month.

Board adopted Fellows Memorial Scholarship Award in memory of late president. Scholarship is for $2,500 for minimum of five years to son or daughter of station or network member for studies related to radio-tv at any of 60 accredited schools certified through Assn. for Professional Broadcasting Education. APBE will administer award.

Kintner goes south

Robert E. Kintner, NBC president, journeys to South America on Friday (Feb. 17), where he will explore possibilities for expanding network's news coverage and business operations. Mr. Kintner will visit Venezuela, Argentina and Brazil, returning to N. Y., March 5. He will inspect several tv facilities during his two-week visit and meet with various Latin American government and broadcasting officials.

RCA's $100 million notes sale

RCA has arranged for private sale of $100 million of promissory notes (5⅜% interest) to institutional investors due May 1, 1986. Proceeds from transaction—handled by Lehman Bros. and Lazard Freres & Co. investment banking houses—are to provide RCA with funds to meet expanding financial needs (mainly for expansion of RCA in electronic data processing).

FCC switches change uhf tv in Harrisburg

In what was described as move to put uhf tv in Harrisburg, Pa., "on a more competitive basis" and locate stations closer together on dial for convenience of public, FCC Friday (Feb. 10) announced several allocations changes in Harrisburg.

Commission added chs. 21 and 33 to Harrisburg and deleted chs. 55 and 71 from that city. Related changes in uhf allocations were made in several Pennsylvania, New Jersey, Delaware and Maryland cities.

At same time, FCC made following channel assignments to stations: WHP-TV Harrisburg to ch. 21 instead of ch. 55; WDTV (TV) Harrisburg to ch. 33 in lieu of ch. 71; ch. 18 WTLF (TV) Baltimore to ch. 24; ch. 36 WRAK-TV Williamsport, Pa., to ch. 26. WHP-TV is only station involved on air at present time. Also operating in Harrisburg is ch. 27 WTPA (TV).

WCRR turns in license after 'substantial loss'

Because of continued operation at "substantial loss," WCRR Corinth, Miss., Friday (Feb. 10) returned license to FCC and asked deletion of call letters. Going on air in 1956 as second station in two-station market, WCRR has changed hands four times with losses under each owner.

Present owner, Rebel Radio Inc., acquired outlet in spring 1960 and told FCC venture has been "costly and unfortunate one." Rebel said it would be unfair to public to sell station "under even the most modest terms."

Another TelePrompTer catv

Acquisition of catv system in Elmira, N. Y., was announced Friday by TelePrompTer Corp. Consideration, involving exchange of TelePrompTer stock, is understood to be more than $400,000.

Elmira catv system, sixth cable facility in TelePrompTer stable, has 2,500 subscribers.

"REALLY, Mr. Nielsen . . ."

9 of the TOP 10

15 of the TOP 20

31 of the TOP 50

The latest Nielsen Television Survey for Salt Lake-Ogden-Provo shows . . .

Top	KCPX	Channel A	Channel B
10	9	1	0
20	15	3	2
30	22	4	4
40	26	6	8
50	31	10	9

AND LOOK AT KCPX NEWS!
10 p.m. Local News Monday-Friday Average:

KCPX-4	27.0
Channel A	9.7
Channel B	11.1

KCPX TV 4 abc

SALT LAKE CITY 11, UTAH
National Representative
KATZ AGENCY, Inc.

A dramatically startling new program offering WHEC listeners a choice of fascinating features behind the news stories of the day . . . offbeat interviews . . . research reports . . . very special music . . . *and ten minutes of CBS News every hour on the hour!* Plenty of sponsor appeal in this new concept!

DIVERSION

8:45 to 11:00 P.M.—Mon.-Fri.
8:15 to 11:00 P.M.—Saturday

A full evening of complete, on-the-spot coverage of every field of Sport. Open phone-line interviews . . . direct reports! Nothing like it *anywhere* on radio! WHEC is *going places!*

WHEC

BASIC CBS ROCHESTER
NEW YORK

Member GANNETT RADIO-TV GROUP

REPRESENTATIVES: EVERETT McKINNEY, INC.
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

Feb. 12-18—Variety Clubs International Week. Organization, annually raises money for abandoned, needy and handicapped children.

Feb. 13—William C. Coombs, chief, space telecommunications section; Radio Systems Div., Boulder Labs., National Bureau of Standards, on Digital Tv before Washington chapter, **IRE**, at 8 p.m., Smithsonian Institution, Museum of Natural History, Washington, D. C.

*Feb. 14—**Broadcast Advertising Club of Chicago,** luncheon meeting. Guest speaker: Kevin B. Sweeney, president, Radio Advertising Bureau. Sheraton Towers Hotel.

Feb. 14-15—Assn. of National Advertisers, cooperative advertising workshop. Hotel Ambassador, Chicago.

Feb. 15—Hollywood Ad Club in-depth clinic on radio sales. Hollywood Roosevelt Hotel, 11 a.m.-2 p.m. Robert Light, president, Southern California Broadcasters Assn. will be chairman.

Feb. 15—New deadline for comments on **FCC's** proposal to add ch. 9 to Syracuse and ch. 13 to Rochester, both New York, and other changes to bring this about. Replies due **Feb. 27.**

Feb. 15-17—Institute of Radio Engineers 1961 international solid-state circuits conference. U. of Pennsylvania and Sheraton Hotel, Philadelphia.

Feb. 16—National Brotherhood Awards dinner, sponsored by **National Conference of Christians and Jews.** Roosevelt Hotel, New York City.

Feb. 18—Western States Advertising Agencies Assn. annual dinner dance. An award will be presented to the "Advertising Citizen of 1960." Venetian Room, Ambassador Hotel, Los Angeles.

*Feb. 20—**Hollywood Ad Club,** luncheon. "The P.O.P. Story," a presentation of a new advertising approach which drastically increased attendance at Pacific Ocean Park. 12 noon, Hollywood Roosevelt Hotel, Hollywood.

Feb. 22—Broadcast Board of Governors hearings at Ottawa, Ont.

Feb. 22-23—Sixth annual Conference of Presidents of State Broadcaster Assns. Shoreham Hotel, Washington, D. C.

*Feb. 22-24—**Western Assn. of Broadcasters,** engineering section. Palliser Hotel, Calgary, Alta., Canada.

Feb. 24-26—Annual meeting, New England Chapter, **American Women in Radio and Television.** Somerset Hotel, Boston.

Feb. 26—Broadcast Pioneers, New York chapter, first of a series of annual salutes to stations. **WLW Cincinnati to be honored. 5** p.m., Latin Quarter, New York City. Proceeds will go to the Broadcasters' Foundation Inc.

Feb. 26-Mar. 1—Pacific Electronic Trade Show. Great Western Exhibit Center, Los Angeles (components show).

Feb. 28—**Radio & Television Executives Society,** timebuying and selling seminar. 12:15 p.m., Hawaiian Room, Hotel Lexington, New York. "TV taboos," Stockton Helffrich,

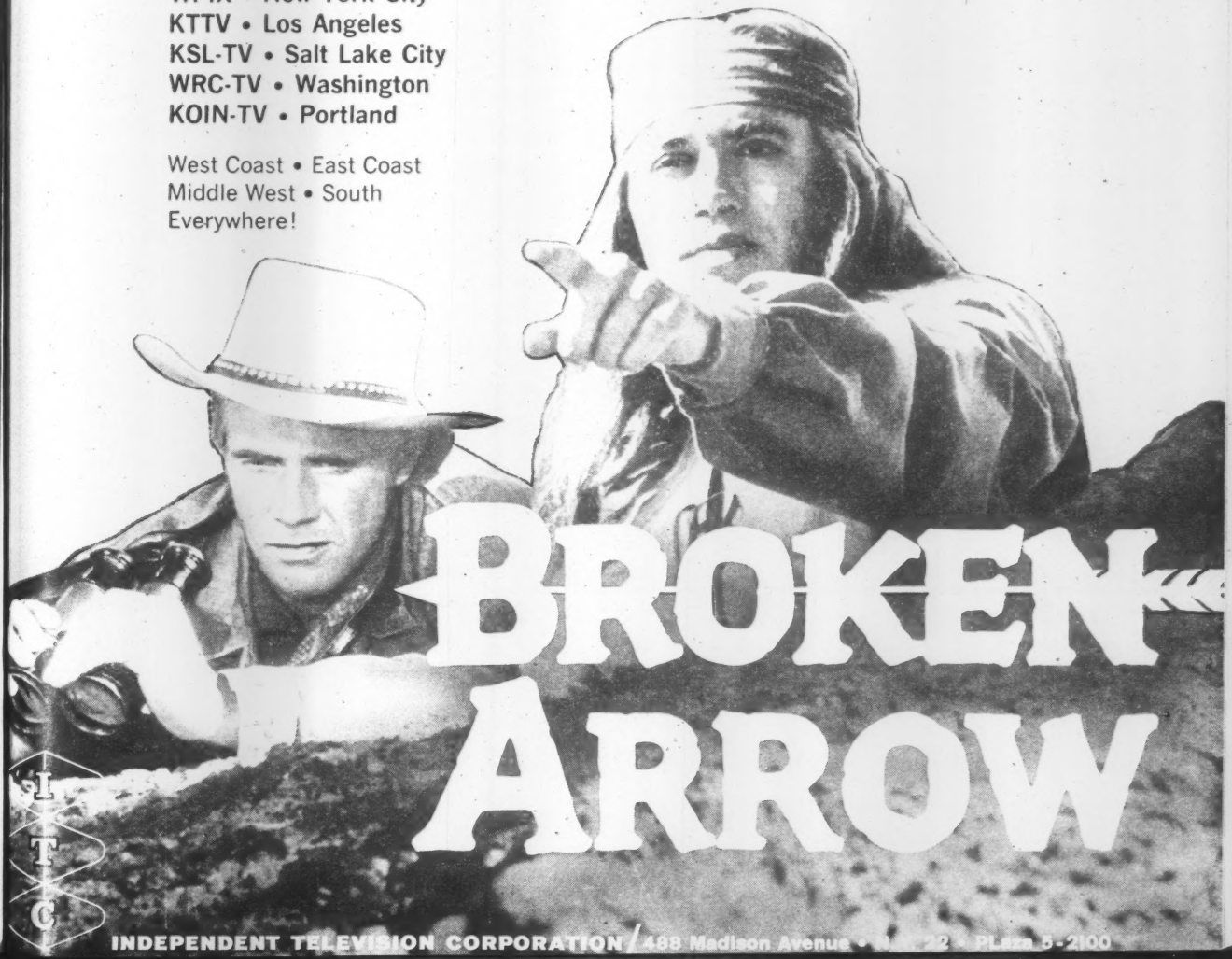
Advertising Federation of America 1961 Conventions

April 6-7—AFA 1st district convention. Sheraton-Biltmore Hotel, Providence, R. I.
April 13-16—AFA 4th district convention. Dupont Plaza Hotel, Miami.
April 21-22—AFA 9th district convention. Savery Hotel, Des Moines, Iowa.
May 27-31—AFA 5th annual convention. Sheraton Park Hotel, Washington, D. C.

Top sponsors are hurrying to take advantage of BROKEN ARROW's home-hitting audience appeal. MILES LABORATORIES are in their home market, Elkhart-South Bend, Indiana, and also in New York City. Others in New York City include AMERICAN CHICLE, OVALTINE and INSTANT GRIP. In Miami, Florida, the largest used car dealer in the Southeast, MUNICIPAL AUTO SALES, INC. have BROKEN ARROW exclusively. Other sponsors in other parts of the country include SHERWIN-WILLIAMS PAINTS, GENERAL ELECTRIC, OKAY FOOD STORES, ARCHWAY COOKIES, U. S. BORAX. Other markets which have snapped up BROKEN ARROW also are taking participating sponsorship. Such markets include Youngstown, Ohio, WXTV-TV; Phoenix, Ariz., KOOL-TV; Springfield, Mo., KYTV; Douglas, Ariz., KCDA-TV; Bellingham, Wash., KVOS-TV; Billings, Mont., KOOK-TV; Idaho Falls, Ida., KIFI-TV; etc. Michael Ansara and John Lupton star in this 20th Century-Fox produced series. You'll star in your market if you're first with BROKEN ARROW—in any time period. *Don't wait.* Better wire collect today.

WPIX • New York City
KTTV • Los Angeles
KSL-TV • Salt Lake City
WRC-TV • Washington
KOIN-TV • Portland

West Coast • East Coast
Middle West • South
Everywhere!

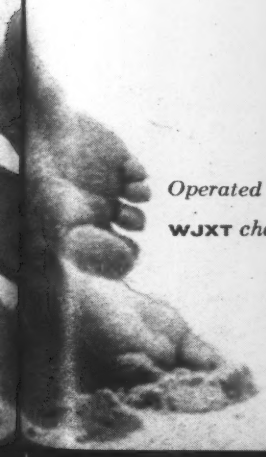


ITC

INDEPENDENT TELEVISION CORPORATION / 488 Madison Avenue • [illegible] • PLaza 5-2100

There's a different side to Florida, too...

There's the South Georgia side—inseparable from Northeast Florida in terms of an effective marketing effort. And there's the one-sided picture offered to television advertisers: WJXT offers 65 vs 39 county coverage to saturate the entire region . . . and goes on to lead with a 2 to 1 margin in share of audience, according to the latest Neilsen. In the metro market or in the total market, no matter how you figure it, WJXT consistently shows its brightest side to advertisers.



WJXT 4

JACKSONVILLE, FLORIDA

Represented by CBS Television Spot Sales

Operated by The Washington Post Broadcast Division:

WJXT *channel 4, Jacksonville, Florida* **WTOP RADIO** *Washington, D. C.* **WTOP-TV** *channel 9, Washington, D. C.*

director of NAB tv code board, New York office.

Feb. 28—American Marketing Assn., New York chapter, marketing workshop: new developments in analysis of marketing research data. Lever House auditorium, New York, 4 p.m.

MARCH

*March 1—**San Francisco Advertising Club**, luncheon. Speaker: Leonard Goldenson, president American Broadcasting-Paramount Theatres on international broadcasting and its relations to world trade and the American economy.

March 3-4—**Vhf** translator conference sponsored by *DXing Horizons*. Hotel Utah, Salt Lake City.

March 3-4—U. of Oklahoma annual radio-tv conference and clinic. Norman, Okla.

March 7—**Radio & Television Executives Society**, Hawaiian Room, Hotel Lexington, N. Y. 12:15 p.m. Time buying and selling seminar.

*March 8—Resumption of **FCC** hearing on radio and tv network broadcasting, with Chief Hearing Examiner James D. Cunningham as presiding officer. Courtroom of U.S. Court of Appeals, U.S. Courthouse and Post Office Bldg., 312 N. Spring St., Los Angeles.

March 9—Radio & Television Executives Society of New York annual banquet. 7:30 p.m., Grand Ballroom, Waldorf-Astoria Hotel, New York City.

March 13—New deadline for filing comments on **FCC** proposed rulemaking concerning requirements for frequency monitors. Replies due March 23.

*March 13-15—**Canadian Assn. of Broadcasters**, convention. Hotel Vancouver, Vancouver, B.C., Canada.

March 14—**Radio & Television Executives Society**, Hawaiian Room, Hotel Lexington, N. Y. 12,15 p.m. Speakers: Ben Strouse, general manager, WWDC Washington, D. C., and John McClay, general manager, WJZ-TV Baltimore. "Case histories of successful editorializing on radio and tv."

March 17-18—**Arkansas Broadcasters Assn.**, spring convention. Hotel Marion, Little Rock.

March 17-18—**Professional Advertising Club of Topeka** workshop and clinic. Washburn U., Topeka, Kan.

March 20-23—**Institute of Radio Engineers** International Convention. Program of 275 papers covering recent developments in fields of all 28 IRE professional groups will be presented in 54 sessions at Waldorf-Astoria Hotel and N.Y. Coliseum. Highlight of program will be special symposium on new energy sources, March 21, at Waldorf.

March 20-25—Third annual short course for newsmen in analysis and reporting of crime news, sponsored by **Northwestern U.**'s schools of journalism (Medill) and law, downtown campus, Chicago.

March 21—**Radio & Television Executives Society**, Hawaiian Room, Hotel Lexington, N. Y. 12:15 p.m. Martin Mayer, author is speaker.

March 28—**American Marketing Assn.**, New York Chapter, marketing workshop: Report writing for management reading. Lever House auditorium, New York, 4 p.m.

March 31—Deadline for entries in **American Tv Commercials Festival.** Entries should be sent to Wallace A. Ross, festival director, 40 E. 49th St., New York 17.

APRIL

April 1—**FCC** deadline for applications for construction permits for authority to replace or modify temporarily authorized vhf tv broadcast repeater facilities.

April 1—Deadline for entries in the **American Bar Assn.'s Gavel Awards** competition given to tv, radio stations and newspapers in major cities for "outstanding contribution to public understanding of the American legal and judicial systems."

April 4-7—**Audio Engineering Society**, West Coast spring convention. Ambassador Hotel, Los Angeles.

*April 5-7—**American Society for Testing Materials**, symposium on materials and electron device processing. Benjamin Franklin Hotel, Philadelphia, Pa.

April 6-8—**Montana Broadcasters Assn.** annual meeting. Billings, Mont.

April 9-12—Fourth Public Service Programming Conference for broadcasting industry produced and sponsored by the **Westinghouse Broadcasting Co.** Pittsburgh-Hilton Hotel, Pittsburgh, Pa.

April 10-13—**National Premium Buyers** 28th annual national exposition, Navy Pier, Chicago. Also Premium Adv. Assn. of America one-day conference, same site.

April 14-15—**Kansas Assn. of Radio Broadcasters** annual convention. Jayhawk Hotel. Topeka.

April 15—**West Virginia AP Broadcasters** meeting, Charleston.

*April 15-16—**Mississippi Broadcasters Assn.**, spring convention. Buena Vista Hotel, Biloxi.

April 17—**Academy of Motion Picture Arts & Sciences** Oscar award ceremonies. Santa Monica (Calif.) Civic Auditorium. The presentation will be telecast by ABC-TV.

April 20-21 — **Pennsylvania AP Broadcasters Assn.** Sheraton Hotel, Philadelphia.

April 20-22—**American Assn. of Advertising Agencies** annual meeting. The Greenbrier, White Sulphur Springs, W. Va. The annual dinner will take place on Friday evening. April 21.

April 20-22—**Alabama Broadcasters Assn.** spring convention. The Holiday Inn Riviera Dauphin Island, Ala.

April 21-22—**National Assn. of Educational Broadcasters**, Region II (southeast) annual meeting. Hotel Thomas Jefferson, Birmingham, Ala.

April 24-28—**U. of Florida** third annual Communications Week. Broadcasting Day, April 24. Advertising Day, April 25. Other days devoted to photojournalism, print media and public relations. Gainesville, Fla.

April 25—**American Marketing Assn.**, New York chapter marketing workshop: Management use of marketing research, advertising agencies. Lever House auditorium, New York, 4 p.m.

April 26-28—Seventh Region Technical Conference, **Institute of Radio Engineers.** Hotel Westward Ho, Phoenix, Ariz.

April 26-29—**Institute for Education by Radio-Television**, Deshler-Hilton Hotel, Columbus, Ohio.

April 30-May 3—**U. S. Chamber of Commerce** annual convention, Washington.

MAY

May 1-31—**National Radio Month.**

May 1—Deadline for submissions of 100-200 word abstracts and 500-1000 word detailed summaries of papers for the 1961 **Western Electronic Show & Convention (WESCON).** Send to the attention of E. W. Herold, WESCON Northern California Office. 701 Welch Road, Palo Alto, Calif.

May 3—**Station Reprasentatives Assn.**, Silver Nail Timebuyer of the Year Award luncheon, Waldorf-Astoria Hotel, N. Y.

May 3-6—**American Public Relations Assn.** 17th annual convention. Hotel Shelburne Atlantic City, N. J. The association's Philadelphia Forge will be host. The theme will be: "Analyzing Public Relations' Accomplishments Problems, Opportunities and Skills."

*May 4—**American Tv Commercials Festival**, Hotel Roosevelt, New York City, all day.

May 4-6—**Western States Advertising Agencies Assn.**, annual conference. Shelter Island Inn, San Diego, Calif.

May 4-8—**American Women in Radio & Television**, national convention. Statler Hilton Hotel, Washington, D. C.

May 4-14—**Brand Names Week.**

May 7-10—**NAB** annual convention. Sheraton Park and Shoreham Hotels, Washington

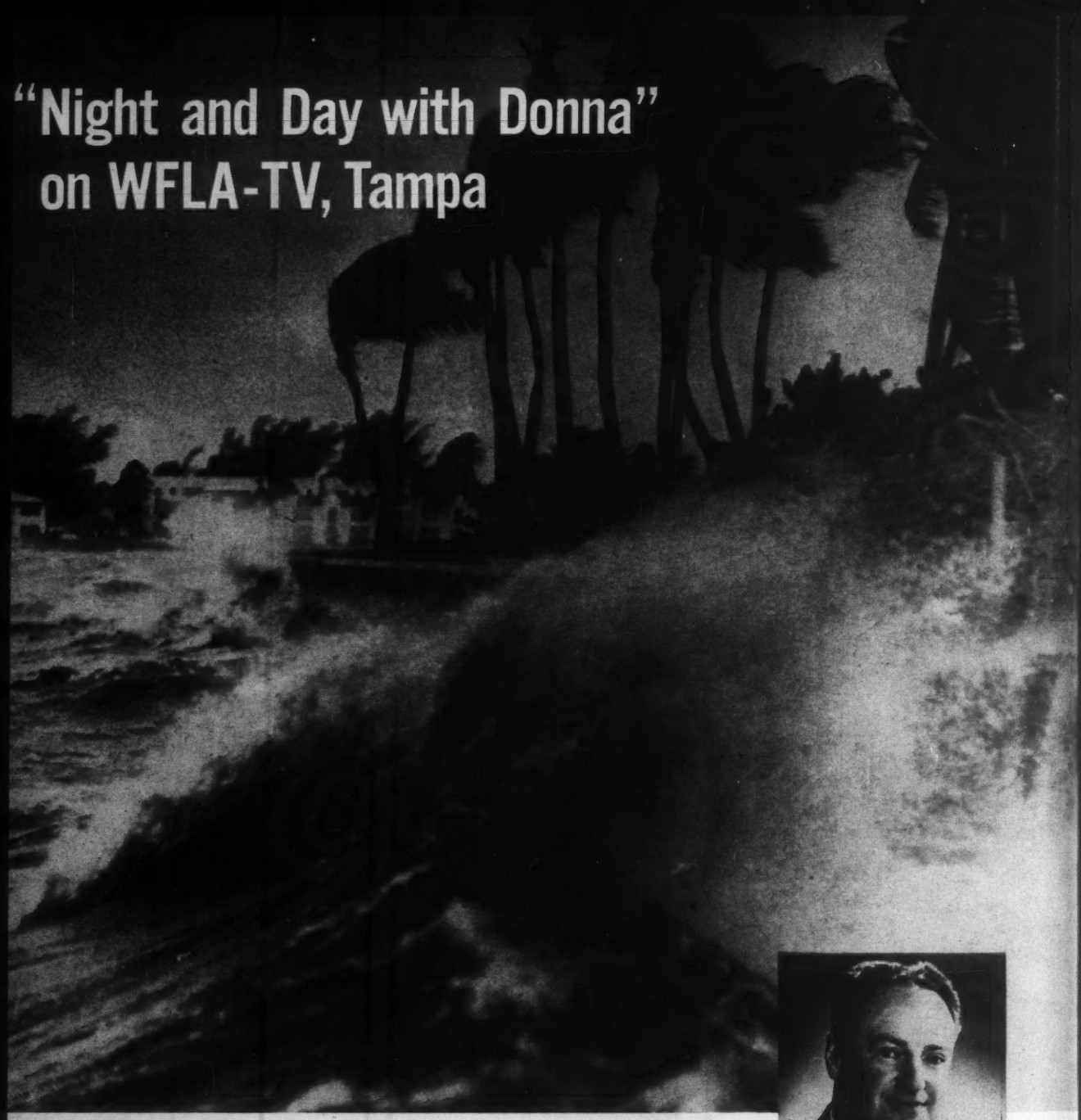
May 7-12—**Society of Motion Picture & Television Engineers**, 89th semiannual convention. King Edward Sheraton Hotel, Toronto Canada.

Were you waiting for a picture?

When the two released RB47 fliers, Capt. John R. McKone (left) and Capt. Freeman B. Olmstead (center) changed planes at Amsterdam on their flight from Moscow and prison, only UPI transmitted a picture of the two officers, the first in six months and the only one until their arrival in Washington two days later. At far right is Col. Melvin J. Nielson, U.S. air attache in Moscow, who accompanied the fliers to Amsterdam.

United Press International

UPI NEWSPICTURES TELL THE STORY



Prime example of the programming through which creative talent and community leadership are continually building new vision into Television on stations represented by **BLAIR-TV**

"Day-by-day, our programming follows the same principle as our coverage of Donna: How can we be most useful to the area we serve? Fortunately, program-decisions rarely have hurricane-pressure behind them. Our aim is never for mere numbers, but for balanced programming, always helpful and entertaining. We feel adherence to such standards is in the best interest of our viewers, and of the advertisers whose messages we present."

GEORGE W. HARVEY
Vice Pres. and Gen. Mgr.
Station WFLA-TV

Covering a Hurricane

Like any successful enterprise, a television station can be expected to function effectively under normal conditions. But hand-in-hand with a hurricane comes a dramatic challenge to facilities, and to people.

Such was Hurricane Donna's challenge to WFLA-TV. How the station met that challenge—and mastered it—is a bright chapter in television history.

From the earliest warning, coverage of Donna made extra-ordinary demands. Even before the hurricane reached the Florida Keys, WFLA-TV began special telecasts tracking the northward course.

Then as Donna swerved in, to head straight at Tampa, St. Petersburg and Sarasota, WFLA-TV went on a 24-hour schedule. Normal sign-off from 1 a.m. until morning would have meant hours of frightening uncertainty.

Hurricane coverage was thorough, as well as continuous. Remotes were stepped-up, both live and film. Reports were communicated to the area's Latin American population through Spanish translations. The hard-of-hearing were alerted through sign-language.

What about the danger to personnel and equipment? "Everyone seemed to ignore personal danger," reports George Harvey. "The job simply had to be done. About equipment, we tried not to think of our chances of getting knocked off the air—but just kept going. Our tower stood firm. Our power supply held up. And our entire staff earned the thanks which poured in by mail and phone from all of west Florida."

The all-out performance of great stations like WFLA-TV in meeting emergencies, is a vital factor in building community influence, and creating friendly acceptance for advertising messages. Blair-TV is proud to serve as the national sales arm for more than a score of such stations.

BLAIR-TV

Televisions's first exclusive national representative, serving:

WABC-TV—New York
W-TEN—Albany-Schenectady-Troy
WFBG-TV—Altoona-Johnstown
WNBF-TV—Binghamton
WHDH-TV—Boston
WBKB—Chicago
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KTVT—Dallas-Ft. Worth
WXYZ-TV—Detroit
KFRE-TV—Fresno
WNHC-TV—Hartford-New Haven
WJIM-TV—Lansing
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WOW-TV—Omaha
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KGO-TV—San Francisco
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—Tampa-St. Petersburg

OPEN MIKE ®

If not ratings, what?

EDITOR: Any action to abolish program ratings as suggested in (your) brief article [CLOSED CIRCUIT, Jan. 30] should be considered—by any of us who believe in advancing the cause for more efficient communications—as a serious threat to furthering knowledge . . . in this direction.

. . . Why is Mr. Salinger in the public record as wanting delayed telecasting of the president's press conferences? How could he possibly know . . . that television increases its audiences after 3 p.m. if it were not for the fact that the rating services have indicated it to be so?

None of us who have used and tried to understand the complexities . . . in measuring audiences of any medium have ever believed that ratings alone are a completely true measurement of broadcast audiences. Both (ratings and Audit Bureau of Circulation statements for newspapers) are merely stages which are helping us in a judgment of media values until we can develop additional methods to better understand the highly complex art of communications.

Abolishment of rating services can only . . . wipe out what little progress we have made. . . . It would be nice to think we do not have to start all over again.

Note to the House Commerce Committee: the first wheel probably wasn't truly round.—*Charles E. Anderson, Media Research & Analysis Supervisor, Campbell-Mithun Inc., Minneapolis.*

Memory aid

EDITOR: I clipped the attached photograph from an ad that appeared in BROADCASTING back around August, September or October. I wonder if you could tell me who the advertiser is? I kept a reference but seem to have misplaced it.—*Richard B. Best, Account Executive, Gordon Best Co. Inc., Chicago.*

[Mr. Best, who enclosed a close-up photo of an electronics technician at work, has been referred to Collins Radio Co. and its agency, the W. D. Lyon Co., both Cedar Rapids, for information about the ad, which ran in the Nov. 7, 1960, issue.]

Mis-repped

EDITOR: Lest my company embrace the idea too enthusiastically, may I call your attention to the fact that I am director of radio programming services for the Katz Agency Inc., and not for another representative firm, as stated in your current issue (BROADCAST ADVERTISING, Feb. 6).

May I also take this opportunity to clarify the outlook for music programming. Instead of indicating that no station in the future is likely to confine itself to one kind of music, but will play a mixture of various types, I believe the diversification trend will develop a number of stations in a market, each dedicated to a particular type, whether it be formula 40, middle-of-the-road, quality music, or classic. It's unlikely that any station could mix all of these types without confusing its audience and preventing the formulation of a crystallized station image.—*George Skinner, Director of Radio Programming Services, The Katz Agency, New York, N. Y.*

Transmission trouble

EDITOR: The Gillette Safety Razor Co., which we serve as public relations counsel, has asked us to express to you their pleasure at the article on Gillette's new network television advertising drive (BROADCAST ADVERTISING, Jan. 30).

However, we would like to point out that the expenditure involved is $2.7 million, rather than $1 million as reported in your story. . . .—*Richard W. Darrow, Executive Vice President, Hill & Knowlton Inc., New York.*

[An error in teletyped transmission dropped the figures from the phrase "an extra $2.7 million" in the original story, with the result that it came out as "an extra million." BROADCASTING has instructed all hands for the future to "look sharp, be sharp."]

'The greatest ever'

EDITOR: Your editorials are always good—sometimes great. But the greatest ever is the attached cartoon. Thanks for printing it.—*Willard Deason, President, KVET Austin, Tex.*

Drawn for BROADCASTING by Sid Hix

"I thought you said they couldn't sell liquor on tv!"

Lesson in the two Rs

EDITOR: I was very much interested in your story on Mr. Leder (OUR RESPECTS, Jan. 2) and certainly share your respect for his abilities. However, I must take exception to the statement that "rock 'n' roll" is a substitute name for "rhythm and blues."

Precisely, rhythm and blues is the type of music that once was known as "race music," and is a form of expression closely and traditionally associated with the Negro. It has contributed

MEANS
LISTENER
LOYALTY

KTRH is Houston's powerful radio voice for 60,000 square miles . . . blanketing over 80 counties . . . serving 1,087,100 radio households including more than 4,000,000 people as:

- *The news and information station*
- *The variety station*
- *The network station*
- *The family station*

KTRH

50,000 WATTS — 740 KC

—CBS—

HOUSTON, TEXAS

Represented by Peters, Griffin and Woodward, Inc.

much more than is realized to American music. While rock 'n' roll may stem from rhythm and blues, the former is a fairly recent commercial development.

Most Negro-programmed stations, such as KDIA, play a great deal of rhythm and blues, while few play rock 'n' roll. It is an important distinction between . . . Negro-programmed stations and the "top 40" operations.—*Walter Conway, Station Manager, KDIA Oakland, Calif.*

'A little upset'

EDITOR: We have searched but simply cannot find our 1960 copy of the BROADCASTING Yearbook. We find this volume very valuable throughout the year, so you can understand why the bosses are more than a little upset about the loss.

Please send us another copy if one is available.—*Richard H. Nelson, Executive Vice President, Nelson Advertising Co., Des Moines.*

OR AS IN

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

Feb. 13-17, 20-21 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

Feb. 13-17, 20-21 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

Feb. 13-17, 20-22 (10:30-11 a.m.) **Play Your Hunch,** part.

Feb. 13-17, 20-22 (11-11:30 a.m.) **The Price Is Right,** part.

Feb. 13-17, 20-22 (12:30-12:55 p.m.) **It Could Be You,** part.

Feb. 13-17, 20-22 (2-2:30 p.m.) **The Jan Murray Show,** part.

Feb. 13-16, 20-22 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

Feb. 15, 22 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel.

Feb. 15, 22 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Feb. 16 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

Feb. 17 (9-10 p.m.) **The Bell Telephone Hour,** AT&T through N. W. Ayer.

Feb. 18 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

Feb. 18 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

Feb. 18 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

Feb. 19 (6-6:30 p.m.) **Meet the Press,** co-op.

Feb. 19 (7-8 p.m.) **The Shirley Temple Show,** RCA through J. Walter Thompson, Beech-Nut through Young & Rubicam.

Feb. 20 (8:30-9:30 p.m.) **Astaire Time,** Chrysler through MacManus, John & Adams.

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Sol Taishoff

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SENIOR EDITOR: Lawrence Christopher; MIDWEST SALES MANAGER: Warren W. Middleton; ASSISTANT: Barbara Kolar.

Hollywood: 6253 Hollywood Blvd., Zone 28, Hollywood 3-3148.

SENIOR EDITOR: Bruce Robertson; WESTERN SALES MANAGER: Bill Merritt; ASSISTANT: Virginia Stricker.

Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

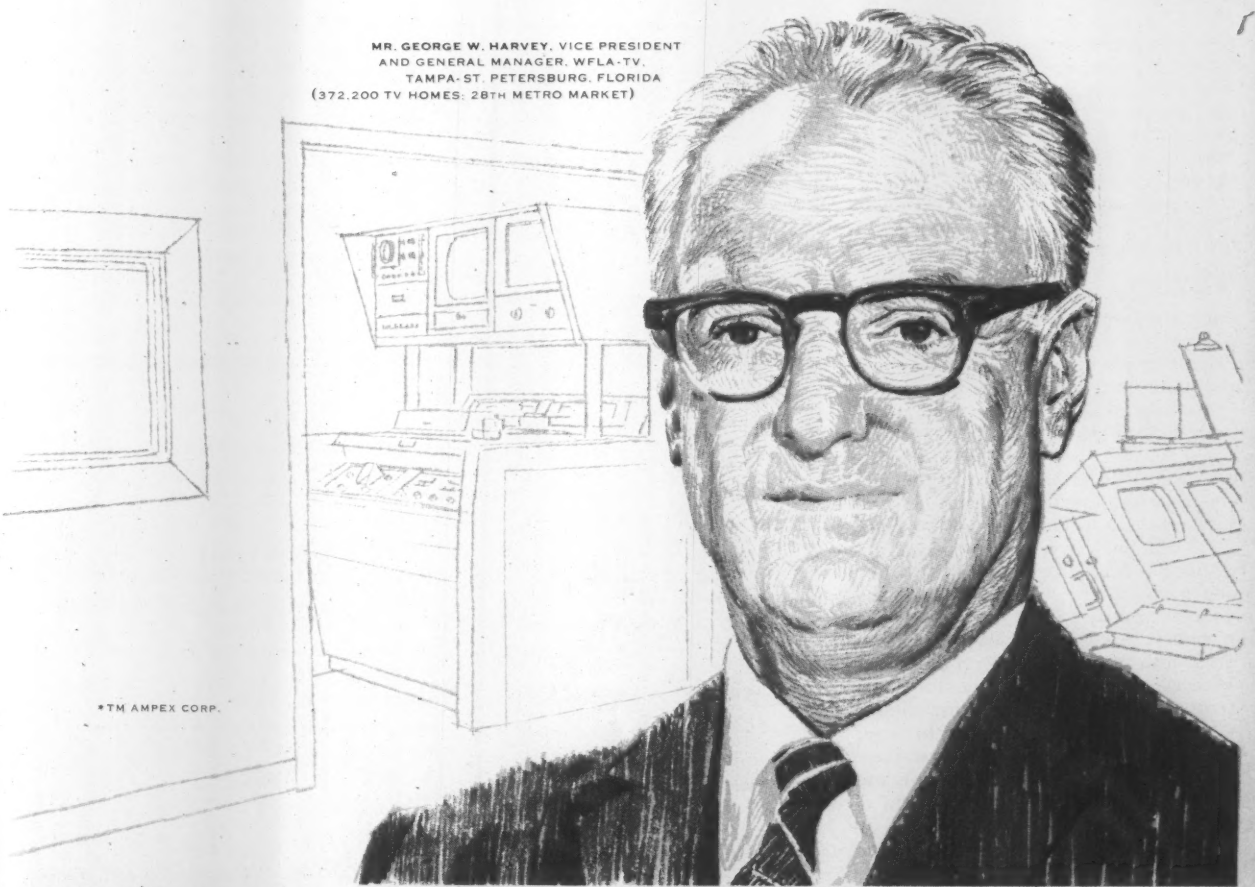
*Reg. U.S. Patent Office.

Copyright 1961: Broadcasting Publications Inc.

"We've used the Ampex VTR to make money and increase business . . . very definitely," says George Harvey. "We'll go on record as we have in the past. We know that the Ampex Television Recorder used properly, and sold aggressively, will pay for itself very easily . . . It's increased our business by virtue of the volume that we couldn't have obtained without the machine. It's so successful that we frequently go out to the used car lots, for example, or the furniture stores, or even the banks, and do their commercials on location on tape. There are so many ways we've used the Ampex Television Recorder to make money, that it's hard to pick out the ones to talk about . . . We wouldn't have the VTR's if they didn't make money. We think so highly of ours we're about to spend another 50 thousand dollars on Ampex equipment. I guess that lets you know how we feel about Ampex. *Videotape** is their baby all the way. Always has been." • • • • **Ask Ampex today for specific station histories of the *Videotape* Television Recorder as a basic money-making component of any competitive TV facility. Ask, too, about Ampex financing and leasing arrangements. Write Dept. BH.**

AMPEX

AMPEX PROFESSIONAL PRODUCTS COMPANY • 934 CHARTER ST., REDWOOD CITY, CALIF. • AMPEX OF CANADA LTD., REXDALE, ONTARIO



MR. GEORGE W. HARVEY, VICE PRESIDENT AND GENERAL MANAGER, WFLA-TV, TAMPA-ST. PETERSBURG, FLORIDA (372,200 TV HOMES: 28TH METRO MARKET)

*TM AMPEX CORP.

MONDAY MEMO

from M. J. RATHBONE, president, Standard Oil Co. (New Jersey)

Why they wait for 'those sweet, restful' Esso commercials

It is always a pleasure to talk about a success. I am glad, therefore, to do so at the invitation of BROADCASTING. The success in question is our new television series, *An Age of Kings.*

For the benefit of those who do not live within range of WNEW-TV New York and WTTG (TV) Washington, perhaps I should mention that this series consists of 15 filmed episodes, 60 to 90 minutes each, from Shakespeare's so-called "historical" plays. These five plays are presented in chronological order and depict 86 years of English history in the 15th Century, a turbulent period covering the reigns of seven English monarchs.

Produced by the British Broadcasting Corp., each of the episodes is being telecast twice each week, in New York on Tuesdays at 8 p.m. EST, Sundays at 10 p.m.; in Washington on Fridays at 8 p.m., Sundays at 9 p.m.

Reception ▪ The reaction has been gratifying. The reviewers have, on the whole, been very favorable; but above all, our audience has responded with a flow of appreciative letters.

Our experience with the *Play of the Week* provided evidence that there is an enthusiastic audience for good drama, and our current venture confirms this [Jersey Standard presented the two-hour *Play of the Week* last season seven nights a week on WNTA-TV New York and weekly on WTOP-TV Washington from February to June].

But that is not all; our correspondents have applauded our policy of allowing free rein to the producer with respect to program content, casting and production techniques.

Actually, this is not a new policy with Jersey. More than 25 years ago, when we first put news on the radio, we decided to remain oil men and not try to be newsmen. We have extended this policy to include our tv newscasts. Each station carrying *Your Esso Reporter* has been provided with a written statement of our "hands off the news content" policy.

This is a policy that we think makes sense also in the sponsorship of drama. We have no special talent for playwriting or producing. Having chosen our experts, we are content to leave these matters to them. Of course there will be differences of opinion on our efforts. But what of it? The world of the arts is lively and controversial. In what other atmosphere can creativity flourish?

And Now a Word ▪ Our mail has also been full of compliments on our commercials. Of the 6,000 persons who wrote letters about the *Play of the Week,* 25% singled them out for praise. Imagine people actually liking messages from the sponsor! Especially popular were "those sweet, restful Esso minute intermissions," as one correspondent termed them [two of the 60-second breaks were given to musical interludes, a custom the sponsor has continued on *An Age of Kings*].

We have had the same reaction to the commercials on *An Age of Kings.* I am not an expert on television advertising. I do know, however, that people do not like to be jarred out of their world of attentive enjoyment by strident sales talk.

Corporate messages for this type of program, we think, should be institutional rather than commercial. We have tried to appeal to the type of audience which enjoys such programs. We believe our messages are informative and avoid "special pleading." We tell the story, as interestingly as we can, of how Jersey Standard, through its affiliated companies throughout the Free World, goes about accomplishing the complex job of meeting individual and national needs for energy derived from oil.

I am glad to say our audience responds by supporting our products. Many of our correspondents ask for Esso credit cards. One enthusiastic viewer has even assured us that he is now keeping his motor running continuously and feeding a spoonful of Esso daily to each member of the family except, of course, the baby!

The Big Picture ▪ We do not regard what we have done and are doing as something very great. After all, we are presenting this series on only two stations and the budget is not spectacular. But we do have convictions about the responsibility of business and industry to provide good entertainment.

As you know, the business world and the arts are not strangers. Many of our cultural landmarks carry the names of former leaders of industry. Today the corporations are giving support to the arts. For example, without corporate participation New York City's Lincoln Center for the Performing Arts would not be possible.

The concept of corporate sponsorship of cultural entertainment is not a novelty. One of Jersey Standard's competitors has been sponsoring the Metropolitan Opera broadcasts for many years; a greeting card corporation has made major dramatic productions available to television audiences.

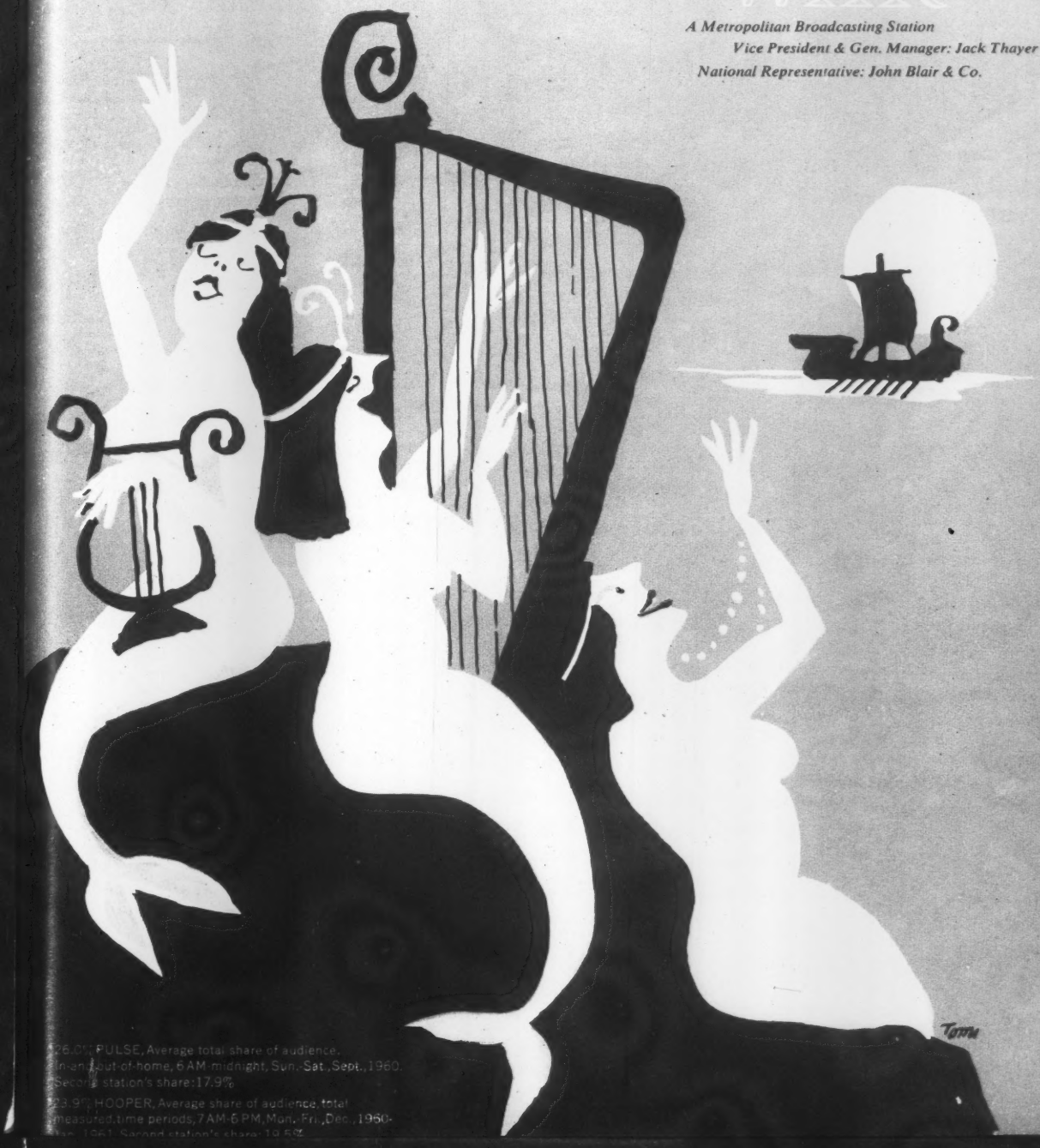
Our experience indicates that in serving the arts, entertainment such as *An Age of Kings* also effectively serves the marketing needs of business. To those who might be considering sponsorship of similar programs of adult entertainment I cite our experience. The audience is there—and they are appreciative. You will hear from them and they will buy your products, too.

Monroe Jackson Rathbone joined Standard Oil of Louisiana, Jersey affiliate, as engineering draftsman at Baton Rouge in 1921, after World War I Army service and graduation from Lehigh; became refinery manager at 32, president four years later. He became president of Esso Standard when it merged with Jersey in 1944; named to Jersey board in 1949, became president-vice chairman of executive committee in 1954, chief executive officer in May 1960.

"Earresistable"

The sirens of legend seldom fell short of a 100% share-of-audience. WHK is almost as successful, consistently attracting one of every four Cleveland radio listeners, on the average.* And the results are far more pleasant for both audience and advertisers. The latter, heeding the siren call of low cost per response, are changing course . . . in the direction of

WHK CLEVELAND

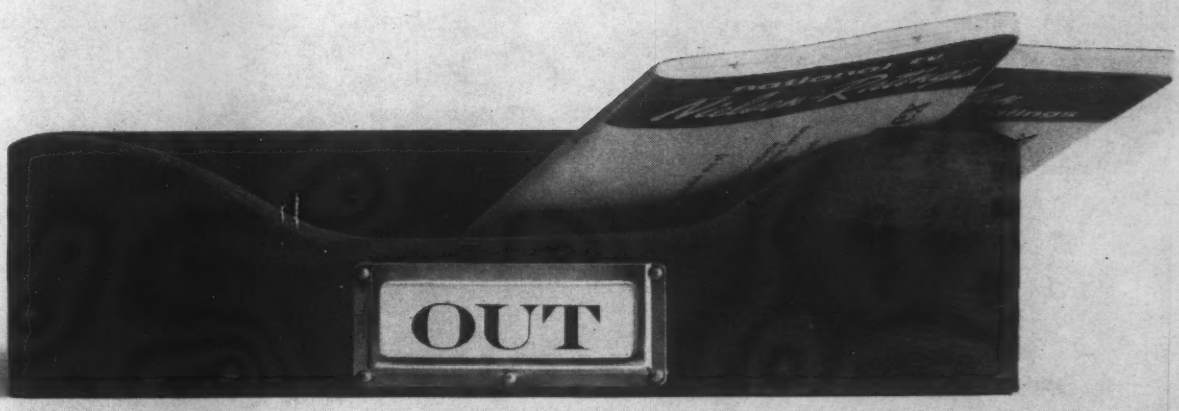
A Metropolitan Broadcasting Station
Vice President & Gen. Manager: Jack Thayer
National Representative: John Blair & Co.

*6.0%; PULSE, Average total share of audience, in-and-out-of-home, 6 AM-midnight, Sun.-Sat., Sept., 1960. Second station's share: 17.9%
23.9%; HOOPER, Average share of audience, total measured time periods, 7 AM-6 PM, Mon.-Fri., Dec., 1960. Second station's share: 19.5%

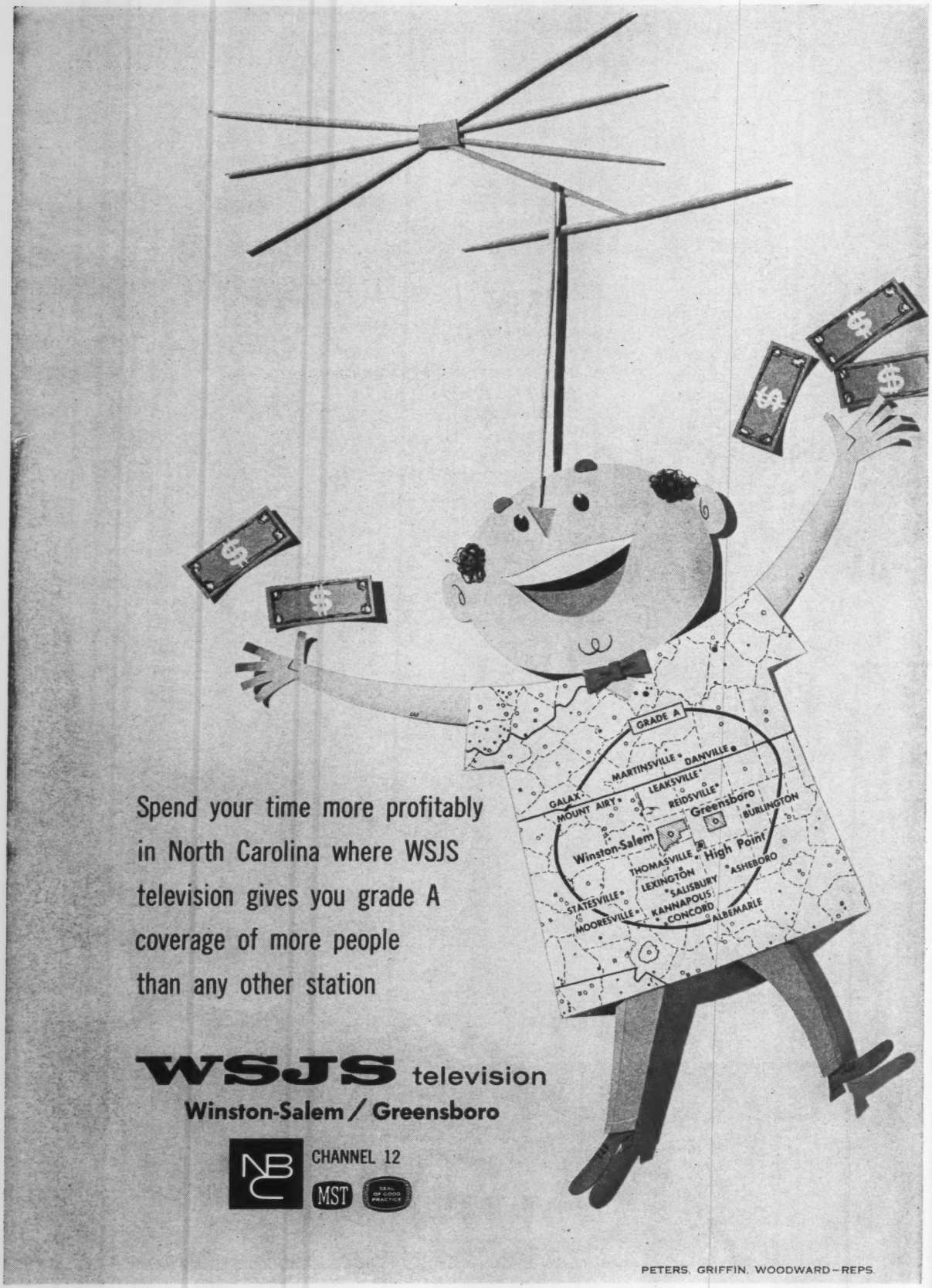
IN

IN

television there's only
one place to be—
if you really want to be IN.
For the last 133 national
Nielsen reports
one network has been first
in evening audiences*
131 times
—and OUT only twice.
(Each of the other
networks has been IN once
and OUT 132 times!)
Obviously any advertiser
who is not on the
CBS Television Network
is way

OUT





Spend your time more profitably in North Carolina where WSJS television gives you grade A coverage of more people than any other station

WSJS television

Winston-Salem / Greensboro

NBC CHANNEL 12

MST

PETERS, GRIFFIN, WOODWARD—REPS.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
February 13, 1961 Vol. 60 No. 7

THE DEATH OF A (TV) SALESMAN?

Advertiser enthusiasm for 'company spokesman' has slumped considerably since 1958, special Schwerin study indicates

Television's so-called "company spokesman" for advertisers, like the tv comedian and the full-program sponsor, is becoming a less dominant figure on the television scene.

A sampling of tv spokesmen themselves elicits the conclusion that there "are not so many of us around." Their judgment was corroborated last week when a special study made for BROADCASTING by the Schwerin Research Corp. concluded (1) there were only half as many "company spokesmen" commercials in 1960 as in 1958 and (2) the "spokesman" type of commercial in 1960, as gauged by the Schwerin Competitive Preference measure, tended to be less effective than the 1958 ones.

These developments, however, do not mean that "spokesman" commercials will disappear from television or that they are, *per se*, less effective than other types of commercials. The consensus of a group of "tv salesmen" and a Schwerin official is that certain factors in the volatile business of television contributed to a decline in the "spokesman" trend. Among the reasons cited:

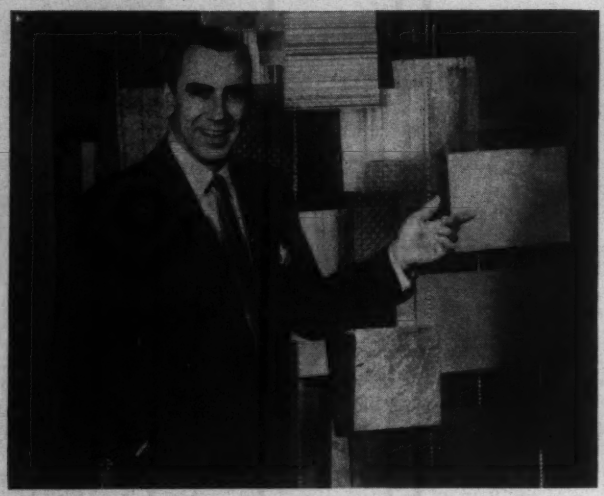
- The increased costs—both in production and time—of television have persuaded many advertisers to use participating spots. As a consequence, advertisers have been reluctant to develop or promote a "spokesman" when there is less need for program identity.
- The proliferation of so-called "company spokesmen" resulted in a vitiation of the authority, reliability and believability these representatives were hired to engender. "Everybody was getting into the act," one well-known spokesman lamented.
- An increased use of other types of commercials, particularly the animated ones and those employing humor, tend to restrict the number that would use a "spokesman." In this connection, there appears to be a wider use of animated characters as the "image" of a company ("Bert and Harry Piel," "The Tip Top Lady," "Mr. Clean").
- Schwerin notes that over the past two years, advertisers appear to have decided that a campaign often is more effective when two or more personalities are used, depending on the slant of the commercial. That is, a sports figure for men's products or a female celebrity for women's products.
- The "wearing-out" of some veteran spokesmen, because of long exposure, is indicated.

The Schwerin study was made through a random selection of about 500 tv commercials tested by the company in 1960 and another selection of the same

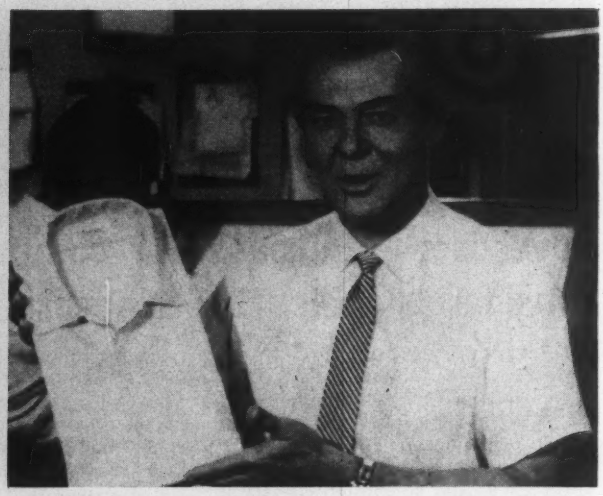
Minow support sits on both sides of the aisle

It was easy going before the Senate Interstate Commerce Committee for Newton N. Minow, nominated by President Kennedy to succeed Frederick W. Ford as chairman. The nomination is to fill the remaining months of Commissioner Charles H. King's term, ending June 30, plus another seven years.

Mr. Minow (center) was quickly approved by the committee. He was flanked at the committee bench by the two Illinois Senators—Democrat Paul Douglas (left) and Republican Everett Dirksen (right). A third Senator, William Proxmire (D-Wis.) also spoke favorably of Mr. Minow. See story page 44.



Rex Marshall: He sells Reynolds Aluminum's contributions to industry.



Nelson Case: A shirt-sleeve salesman who sold Manhattan Shirts.

THE DEATH OF A (TV) SALESMAN? continued

number, tested in 1958. It defined as a "company spokesman" a person who appears in a campaign, and who is readily identified by the viewing public or anyone who speaks officially for the advertiser whose name is mentioned.

Schwerin found only half as many "spokesman" commercials in 1960 as in 1958, a decline from 12% to 6% of the total studied. The 1960 commercials tended to be "considerably less effective" than the 1958 ones, by the Schwerin Competitive Preference measure. The "spokesman" commercials were rated on how well they performed against other commercials in their product fields. The study concluded that whereas in 1958, 33% of "spokesman" commercials were rated above average, 25% average and 42% below average, the corresponding percentages dropped to 8%, 50% and 42% in 1960.

Hardy group ▪ The trend notwithstanding, there is a hardy group of tv spokesmen who continue on the air year in, year out. One of the best-known, Betty Furness, the epitome of the "tv spokesman," has ended her 11-year association with Westinghouse, and only last week signed to act as moderator on a new public affairs program over WNTA-TV New York (see story, page 73). But others who have made a lasting impression on the viewing public including Nelson Case, Rex Marshall, Dick Stark, Julia Meade and Barbara Britton, told BROADCASTING they have no intention of deserting the "golden pastures" of tv company spokesmen where each earns in excess of $100,000 per year.

Miss Furness' role was unique in that she represented Westinghouse exclusively. Most spokesmen represent two or more non-competing products on a regular basis and appear in others on an occasional basis. Dick Stark appears on behalf of Remington Rand, Proctor & Gamble's Blue Cheer and P. Lorillard's Old Gold Straights; Julia Meade for Eastman Kodak, the American Gas Assn. and, recently, Timex; Rex Marshall for Reynolds Aluminum and P & G's Gleem toothpaste; Nelson Case for P & G's Ivory soap and Standard Brands' Fleischman's margarine; Barbara Britton for Revlon (her contract specifies she may not work on any other commercials but permits her to continue her acting career; she opened several weeks ago in a Broadway play, "How to Make a Man").

In varying degrees, these spokesmen represent the companies at a multitude of business meetings, either within the company or outside. Advertisers find their names valuable in promotional literature distributed to the consumer or within the trade. Qualities they mentioned as important in fulfilling their roles are: sincerity, believability, knowledge of their company's product and operations, authoritativeness and warmth.

Trends in commercials may come and go but their attitude was summed up by one of them when he said: "I

Julia Meade: The face and voice of Eastman Kodak products.

Barbara Britton: On tv, she sells Revlon products.

Here's why 50,000-watt WHO RADIO belongs on any list of 14 or more largest radio markets!

RETAIL spending in Metropolitan Des Moines accounts for only 11% of Iowa's total. All *eight* of Iowa's Metro Areas, combined, account for only 36% of retail sales.

IOWA POPULATION-DOLLAR DISTRIBUTION

	Population	% of State Population	CSI	% of State's CSI	Retail Sales ($000)	% of State's Sales
Des Moines Metro Areas	284,200	9%	581,160	12%	401,903	11%
Iowa's 8 Leading Metro Areas including Des Moines	943,600	33%	1,832,792	38%	1,259,097	36%
Remainder of Iowa	1,904,400	67%	2,975,489	62%	2,286,754	64%

75% of Iowa's total retail spending is done in areas in which WHO Radio has an NCS No. 2 circulation of more than 10%.

This circulation covers 800,000 Iowa homes. There are only 13 markets in America in which any radio station gives you larger circulation. Or more buying power.

We know *you* know these facts. What about the less experienced people who may help (or hurt) your station-selections? We would be delighted to have the name of anybody who should know the realities about radio-listening in Iowa. Write us, or PGW!

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *Representatives*

think there is always room for the top salesman on television. Some advertisers we represent may drop the 'spokesman' bit to try another form of commercial, but somebody else may step in. Advertisers like to experiment, and maybe in a few years the pendulum will swing back heavily to 'spokesman.' But one word of caution to advertisers seems indicated right now: don't call everybody who sells your product on television a 'spokesman.' In the past few years, it's been done to death."

Mutual retains rep for out of N. Y. sales

In an unusual arrangement, Mutual has retained Broadcast Time Sales, New York, a radio station representative company to represent the network in sales and service areas outside of New York, starting Wednesday (Feb. 15).

A joint announcement on the move was issued last Thursday (Feb. 9) by Robert F. Hurleigh, MBS president and Carl L. Schuele, BTS president. Mr. Schuele stated that although BTS has been and will continue to be active in selling spot radio, he did not believe there was "an incompatibility factor" in BTS also selling network radio. He explained:

"Our research shows that the sale of spot and network radio is completely compatible—in fact desirable. Over the years the two sales areas of radio have grown closer together in philosophy and in practice. They complement each other. Advertisers realize this fact and use both in concert. Our selling both will make that combination more efficient and utilitarian."

BTS, aside from its New York headquarters, maintains offices in Chicago, Los Angeles, San Francisco, Detroit and St. Louis.

In an unrelated move, Mutual last week guaranteed advertisers and agencies clearances from 80% of its affiliates although MBS officials said that station clearances have been averaging between 89 and 92%.

BEWARE THE DEADLY ENNUI

Although public isn't fooled by ads, it's bored, and that's advertising's big weakness—Burnett

The American public discounts the snide and blatant attacks on advertising in about the same way it does exaggerated advertising claims, Leo Burnett, chairman of the Chicago agency bearing his name, said Tuesday (Feb. 7) in an Advertising Week address to the Los Angeles Advertising Club.

"It is my belief," Mr. Burnett stated, "that the public for the past 10 years, principally because of its intimate exposure to advertising through tv, has been gradually forming an attitude toward advertising. I don't think it feels deeply about it, understand. It's my feeling that the public accepts advertising as a natural adjunct of business: an annoyance at times, often a bore, but a really offensive intruder only on occasion. . . . It seems evident that actually people like a good deal of advertising, find it interesting and have confidence in it."

However, he is not taking "a resigned, Pollyanna attitude," but is "redheaded about the generalized attacks on advertising," Mr. Burnett asserted. "I believe that the real potential of advertising needs to be better understood in Washington," he stated, commending the Advertising Federation of America and the Advertising Assn. of the West on their meeting with the new Congress and new administration the previous week in Washington (BROADCASTING, Feb. 6). He also commended the Advertising Council for demonstrating "to several generations of Washington officials the often magical effectiveness of advertising in helping to solve public problems—problems which range from stopping forest fires to stopping a recession."

All the Way ▪ But advertising men can do a little improving on their own, Mr. Burnett suggested. "I think we practitioners of advertising need to mind our own manners better than we have been doing and to take a fresh look at the real efficiency of our efforts in getting through to flesh and blood people with naturalness and real conviction," he declared. "My opinion of the best way for our business to get recognition for the stature which it already 90% deserves is to go the other 10% of the way in demonstrating the real creative capacity of our people, both in the sale of goods and ideas."

The public's somewhat bored acceptance of a certain amount of exaggeration as part and parcel of advertising, he said, "is our greatest weakness, not so much on moral grounds, but simply on the basis of the efficient expenditure of advertising dollars. Money spent for advertising which is not noticed and believed obviously is money down the drain."

Ayds sets tv debut on NBC-TV, ABC-TV

Broadcast advertising's battle of the bulge gets a new recruit March 13, when Ayds, a reducing plan candy, makes its tv bow with live and filmed commercials on NBC-TV and ABC-TV.

The commercials will be seen on eight daytime tv shows including *Who Do You Trust? It Could Be You,* and *Here's Hollywood.* The daytime programs were chosen because of a belief they appeal to a large audience of women in the over-30 age group—the consumers most likely to be interested in a reducing product.

Ayd's campaign, which is being handled through Erwin Wasey, Ruthrauff & Ryan, New York, will extend for 10 weeks. Its prime purpose is to combat the recent invasion of the weight reducing field by several liquid-formula reducing preparations. The commercials, to be seen in quarter-hour segments on each of the eight network programs, will emphasize that Ayds, manufactured by Campana Corp., is not a "crash" diet but supplies necessary vitamins and minerals while helping gradual weight loss.

The various commercial segments have been produced to provide "interchangeability" or greater flexibility. They will be used either as complete units, separately or combined with other parts. This will give them greater variety and freshness, according to an EWR&R executive. The commercials also may be used with or without voice-over, thus allowing the network m.c. to deliver part of the Ayds sales story.

ARBITRON'S DAILY CHOICES

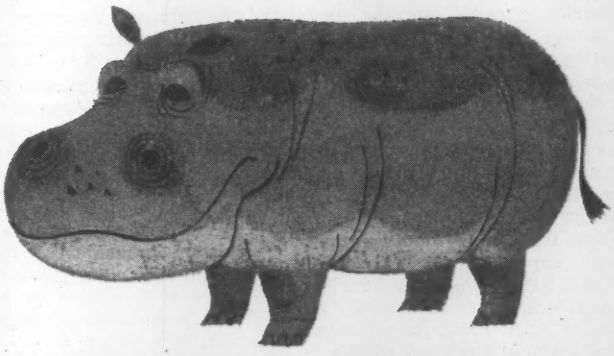
Listed below are the highest-ranking television shows for each day of the week Feb. 2-8 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

Date	Program and Time	Network	Rating
Thur., Feb. 2	**Untouchables** (9:30 p.m.)	ABC-TV	31.8
Fri., Feb. 3	**77 Sunset Strip** (9 p.m.)	ABC-TV	25.9
Sat., Feb. 4	**Gunsmoke** (10 p.m.)	CBS-TV	32.6
Sun., Feb. 5	**Ed Sullivan** (8 p.m.)	CBS-TV	33.1
Mon., Feb. 6	**Andy Griffith** (9:30 p.m.)	CBS-TV	23.6
Tue., Feb. 7	**Dobie Gillis** (8:30 p.m.)	CBS-TV	24.8
Wed., Feb. 8	**Naked City** (10 p.m.)	ABC-TV	25.9

Copyright 1961 American Research Bureau

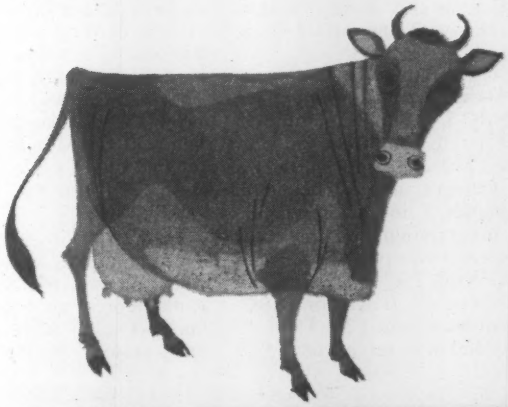
HIGH!

Ohio's tallest TV (1104 ft.) and FM Antenna at (1000 ft.) plus new hi-power FM, boosted to 35 KW., November, 1960.



WIDE!

New maximum power TV thrust reaches out to cover almost 3 million people in the Dayton area (Ohio's 3rd market.) New hi-power FM blankets a 22,000 sq. mile area.



and WHOLESOME!

Sensible programming variety—from good music, news and sports to thoughtful public service, local interest, and then some.

Check with George P. Hollingbery for data on WHIO-TV and WHIO-FM, Dayton's High, Wide and Wholesome power and programming pair.

WHIO
AM—1290 KC
FM—99.1 MC

WHIO-TV
CBS
Channel 7
Dayton
Ohio

SEAL OF GOOD PRACTICE

Associated with
WSB, WSB-TV, Atlanta, Georgia and
WSOC, WSOC-TV, Charlotte, North Carolina

Pepsi-Cola plans big radio-tv splash

BOTH NETWORK AND SPOT TO BE USED IN 'GREATEST' PEPSI DRIVE

For the soft-drink advertiser in tv, the news last week of Pepsi-Cola's "full-scale re-entry" into the medium this spring was an eye-opener. Estimated by Pepsi: a total budget of $34 million in advertising-promotion this year by the company itself and its bottlers.

For BBDO it was the creation of a big-budgeted, carefully prepared campaign that features widespread and dramatic use of major media, an advertising birth nine months after the agency appointment. Pepsi's then estimated $10-12 million a year parent company account (it's now more) moved in April 1960, from Kenyon & Eckhardt, New York, to BBDO, New York, a shift that evoked speculation on future plans.

Those advertising plans are no longer speculative. In substance:

▪ "Greatest use of local newspaper and broadcast media" in Pepsi-Cola's history, replacement of line drawings in print ads with dramatic photography as art work, and a new commercial song: "The Pepsi Song" to the tune of Eddie Cantors hit song, "Makin' Whoopee!" and with specialized Pepsi lyrics.

▪ The re-entry into tv, including an hour-long variety special (*Young at Heart* on NBC-TV) in prime-time in April, a regular half-hour weekly program series (*The Jane Powell Show*) starting in October, and participation beginning March 5 in major evening prime-time programming on the three tv networks (*Americans; Laramie* and *Outlaws* on NBC-TV; *Cheyenne, Islanders* and *Asphalt Jungle* on ABC-TV, and *Acquanauts* on CBS-TV).

▪ A complete new set of filmed tv commercials supervised by Irving Penn and using his "dramatic, uncluttered photographic technique that *Life* has called 'realistic elegance.' Each Pepsi commercial will be fresh and clean, showing lively people in real places, enjoying real pleasures with Pepsi the biggest part of their enjoyment." (See pictures).

▪ A full (four-network) schedule on radio: announcements, participations and widespread use of the Pepsi song starting immediately. (Pepsi has been a consistent user each year in previous years of four-network late- winter to early summer radio usage). As in years past, this effort, too, will be backed by bottlers encouraged to participate on the local level.

From Dec. 24, 1950, to 1961, Pepsi has been on and off again in network television, and at one stage several years ago innovated in radio spot with a "Pepsi Please" commercial contest which ran in several cities.

Its first noticeable tv use featured Faye Emerson commentary and interviews, three times weekly on a 15-minute evening show on 47 NBC-TV stations. This was expanded in 1951 to a once-weekly, half hour on CBS-TV for 52-weeks. It went off in April 1952, to be followed by two weeks of film and on May 3 of that year until the end of the cycle, Mike Wallace and Buff Cobb in *All Around Town,* a variety show.

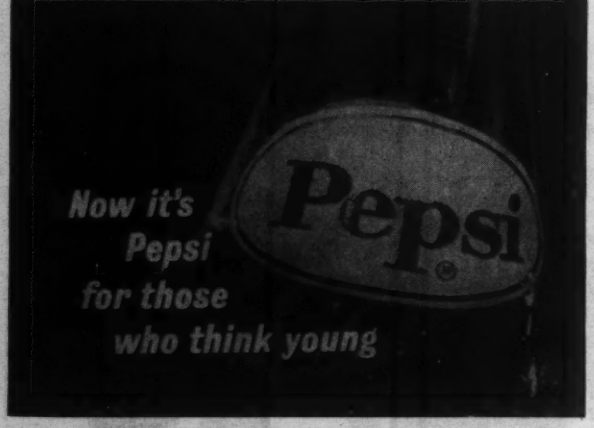
In the fall of 1952, Pepsi sponsored a 15-minute dramatic playlet twice a week on 40 NBC-TV stations with Ruth Woods as hostess, a show that built to a 55 station lineup. In the next season, *Pepsi-Cola Playhouse,* a filmed dramatic series, appeared on ABC-TV (66-69 stations) for 26 weeks through June 1955.

For two years Pepsi-Cola gave up network and backed a spot campaign and on March 31, 1957, co-sponsored with Shulton, *Cinderella,* a 90-minute color special on CBS-TV, on Nov. 27 that year with Pontiac cars, *Annie Get Your Gun,* a two-hour color special on NBC-TV (210 stations plus 29 outlets of the Canadian Broadcasting Corp.).

Think Young ▪ The new theme is "Now It's Pepsi for Those Who Think Young." As explained by Philip H. Hinerfeld, vice president, advertising, Pepsi-Cola, the new record use of tv was based on several reasons: "First, is the growth and reach of television, which now goes into 46.2 million homes. Second, to help launch the Pepsi song it was necessary to have words plus music. In effect, the new look and new sound of Pepsi-Cola called for new use of expressive media to put the idea across. Hence, the timing was perfect for widespread use of television."

Pointedly, Mr. Hinerfeld saw the "total marketing program" emerging "as the company makes a strong bid for leadership in the soft drink industry."

The new "Pepsi Song" replaces the "Be Sociable" refreshment song that the soft drink advertiser introduced to the consumer and to radio-tv in May 1958. "Makin' Whoopee!" was written in 1928 and introduced by Eddie Cantor in the show, "Whoopee" that year and has been a popular show business "standard" ever since. The Pepsi lyrics have been written for a variety



The "uncluttered" photographic technique is utilized by BBDO's Roger Penn in the newest Pepsi commercials.

of radio and tv spot announcements sung by Joanie Sommers, 20-year-old Warner Bros. recording star.

Radio Push ■ The radio schedule starts this month and will run at a peak of 110 spots each week over the four networks. During warm weather months, "full-scale" spot schedules are planned for ABC Radio's *Flair*, NBC Radio's *Monitor* and selected prime-time participations on CBS Radio and Mutual.

Along with this major effort, will be an innovation in the form of prepared localized and regional lyrics for bottler spot radio announcements and public service cut-ins that cover sports, weather, traffic and social news, as well as "individualized" lyrics for various bottle sizes and Pepsi packaging.

Said Mr. Hinerfeld: "Today, all America thinks young . . . less than three weeks ago America inaugurated the youngest elected President in its history. The average age of his cabinet is also the youngest ever. Why, at Pepsi-Cola Co. the average of our top management team is under 46 years of age."

Doble named to head Pepsi account at BBDO

A key appointment—that of John E. Doble as BBDO's account group head for Pepsi-Cola—was announced last week by BBDO President Charles H. Brower.

Mr. Doble, who had been with Ted Bates Co., also has worked as a vice president in client contact with Lennen & Newell and at one time with such agencies as Benton & Bowles, the former Biow Co. and Young & Rubicam. He assumes his post as Pepsi's high-budgeted national campaign gets underway. BBDO was named agency for Pepsi-Cola in March. Kenyon & Eckhardt previously was the agency.

Interpublic buys London firm

Interpublic Inc. (formerly McCann-Erickson Inc.) has acquired the common stock of Pritchard, Wood & Partners Ltd., a leading London advertising agency, it was announced last week. The move was said to be a prelude to a world-wide expansion program by the British agency, including the contemplated acquisition of a New York advertising agency.

The British agency will not lose its identity in the Interpublic advertising set-up and actually will be competing with subsidiaries of the parent company, including the 32-year-old McCann-Erickson London office and other offices of McCann-Erickson Corp. (International).

Chun King, Esso Oil Heat win commercial contest

The world's best commercials of 1960 were those broadcast for Chun King Chow Mein in radio and Esso Oil Heat in tv, according to the judges of the first International Broadcast Awards competition sponsored by the Hollywood Advertising Club. IBA trophies, a slender spire surmounting a metallic arc, to represent broadcasting around the globe, were presented to the winners Tuesday evening (Feb. 7) at the first IBA banquet, held at Hollywood's Moulin Rouge.

Winners in the various categories selected from nearly 1,000 commercials submitted from virtually every country in the world were:

RADIO

Class	Product	Agency	Producer
Less than one minute	Butter-Nut coffee	Buchanan-Thomas Adv. Co., Omaha, Neb.	Freberg Ltd., Hollywood
One minute or more (spoken or dramatic)	Chun King Chow Mein	BBDO, Hollywood	Freberg Ltd., Hollywood
One minute or more (musical)	Oklahoma High-Q gas and oil	Needham, Louis & Brorby, Hollywood	Ad-Staff, Hollywood
Local one-market (any length or type)	Assumption Abbey Wines	Walker Saussy, Hollywood	Ad-Staff, Hollywood

TELEVISION

One minute (Animation & live action)	Brillo Soap Pads	J. Walter Thompson, New York	Elektra Film Productions, New York
30-seconds (Live action)	Scotts Porage Oats	Alfred Pemberton Ltd., London, England	Advision Ltd., London, England
One-minute or more (live action)	Alcoa Colorib	Fuller & Smith & Ross, New York	Tv Graphics, New York
One minute or more (animation)	Franco-American Spaghetti	Leo Burnett Co., Chicago	Animation Inc., Hollywood
20-seconds (animation)	Puss 'n Boots Cat Food	Spitzer, Mills & Bates, Toronto, Canada	Elektra Productions, New York
8-10 second IDs	Dilly Beans	Papert, Koenig, Lois, New York	Elliot Unger & Elliot, New York
30-second (animation)	Prudential Insurance	Reach, McClinton & Co. New York	Robert Lawrence Animation, New York
20-second (live action)	Dole ABC Breakfast Juice	Foote, Cone & Belding, San Francisco	Cascade Pictures, Hollywood
Local one-market (any length or type)	Esso Oil Heat	MacLaren Adv., Toronto, Canada	Elektra Film Productions, New York

Awards For Technical Excellence

Class	Product	Title	Winner
Animation direction	Butter-Nut Coffee	"Metamorphosis"	John Wilson, Fine Arts Productions, Hollywood
Best camera work (animated)	Ford Falcon	"Peanut's Birthday Party"	Allen Childs, Playhouse Pictures, Hollywood
Best camera work (live action)	Gibbs S.R. Toothpaste	"Traveling No. 1"	Bernard Davis, Anglo-Scottish Pictures, London, England
Best editing (animation)	Olin Mathieson	"Packaging materials"	Hugh Kelley, Playhouse Pictures. Hollywood
Best editing (live action)	Chevrolet	"Chevy Goes to New York"	Editing department Arco Film Productions, N. Y.

Your Message Is
ALWAYS
ON TARGET
with

WSIX
TV 8

NO. 1 IN NASHVILLE*

BOTH NIELSEN and ARB REPORT
WSIX TV-8...No. 1 in NASHVILLE
6 to Midnight 7 days a week . . . with
15 of top 16 and 20 of top 25 Net Shows. *(Nov. 13 Nielsen 1960)

Again No. 1 in prime time . . . with
3 of top 5, and 7 of top 10 Net Shows.
*(Nov. ARB 1960)

NASHVILLE . . . THE NATION'S
47TH TV MARKET . . .**
with 372,400 television homes.
**(Television Magazine Dec. 1960)

WSIX
TV 8
NASHVILLE

Affiliated with WSIX AM-FM Radio
Represented Nationally by:
PETERS, GRIFFIN, WOODWARD, Inc.

SAY IT WITH MUSIC

Commercials do just that using Audio Ad Co. system

To please the listener at home and the proprietor of a business establishment who want continuous music with no commercial announcements, and yet to enable the broadcaster to receive some income from his programming, the head of Audio Ad Co., Williams Bay, Wis., has come up with a solution which he calls "semisubliminal advertising."

John Pearson's premise is simple: Many advertisers have commercial theme songs which have been broadcast repeatedly on radio and tv until they have become immediately identifiable to a large segment of the general public. If these songs were played without words, many listeners would promptly recognize them and mentally add the name of the company or product. Therefore, broadcasting the musical themes would serve as a commercial reminder, although not a word is spoken.

Tested in Beaumont, Tex., the semisubliminal approach increased the sale of Wrigley gum by 250%, Mr. Pearson reported. Wrigley's is interested in using the system in other markets, he said, and Pepsi-Cola is planning a test in the Milwaukee area. Other advertisers, including Schlitz, have expressed interest in the idea. Bruce Butcher of the Butcher-Sherwood Agency, 720 N. Jefferson St., Milwaukee, is handling this side of the business for Audio Ad.

Varied Arrangements ▪ Mr. Pearson said a theme can be repeated more frequently without irritating listeners if the arrangement is varied. In Beaumont, the Wrigley theme was aired at 15-minute intervals as a waltz, samba, foxtrot, march, etc. Experiments are needed to determine just what frequency will produce the highest recognition and lowest irritation. In the 13 communities in northern Illinois and southern Wisconsin where Audio Ad now has franchised the service, the plan is to insert a commercial theme into the regular musical program every quarter-hour, so that an eight-hour period would accommodate 16 advertisers with two theme broadcasts apiece or eight clients with four themes each.

In these communities, the Audio Ad service is not broadcast; it's a wired service between the operator and a number of commercial subscribers for background music for stores, restaurants and the like. In its franchise operation, Mr. Pearson explained, Audio Ad provides the basic equipment—two tape players, a vu meter, a line matching amplifier and, of course, a continuing supply of musical tapes—to the franchiser at a cost below wholesale prices.

He believes a local station, especially an fm, which adopts a program policy of no words, just music, could rapidly develop a large and loyal audience which advertisers would be eager to reach through the semisubliminal approach. Advertisers also would be interested, he notes, in getting their wordless reminders into store music systems to reach buyers at point-of-purchase locations. He added that together the home and store service should be profitable for the station operator.

Radio's competitive for store ads—Sweeney

Dollar for dollar, radio can hold its own against newspapers when it comes to selling merchandise for department stores, Kevin Sweeney, president of the Radio Advertising Bureau, told the Hollywood Advertising Club last Monday (Feb. 6).

He said that in an 18-month experiment conducted with the Higbee store of Cleveland, which still has two months to run before the results are finally tabulated, item after item, ranging from those retailing at less than $1 to luxury merchandise, was advertised only on radio or only in newspapers, with various times of day and kinds of programs on the air, various sizes of ads and positions in the newspapers and various kinds of copy in both media. The results show that retailers still have a lot to learn about advertising, along with the media, he stated, but the experiment also proves that with proper testing and proper recording of the results it is possible to learn what works and what doesn't and so to reduce the waste of hit-or-miss advertising.

As one example, Mr. Sweeney cited use of a radio station "with no audience and nothing to recommend it except quality programs, a station which no buyer buying by the numbers would ever put on a schedule, but we used it and it never failed to sell high-priced items."

Testing over 1,000 radio-advertised items and over 6,000 items advertised in newspapers, the experiment will provide both retailers and the sellers of both media with more detailed information about retail advertising than has ever before been available, the RAB president stated. He said it is only one of the activities RAB is carrying on to help make advertising more effective for American business.

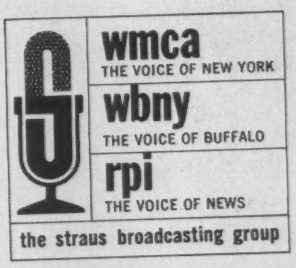
U.S. Time to W&L

Tv advertiser U. S. Time Corp. (Timex and Ingersoll watches), New York, will shift its estimated $3.5 million annual billings from W. B. Doner to Warwick & Legler, N. Y., May 1.

In 1959, **wmca** 570 kc, ranked as one of the top three radio stations in **15 out of 30** regular New York rating reports. In 1960, **29 out of 30.***

*Hooper Radio Audience Index, Total Rated Time Periods—12 Reports/NSI, Mon-Sun, 6 am-12 Mid—6 Reports/Pulse, Mon-Fri, 6 am-12 Mid—12 Reports

59 60 61



CBS-TV PLAN SHOVES OFF

Lever, Lipton first passengers as network puts controversial morning sales formula into effect

Despite all the criticism, CBS-TV's new rotating-minutes plan of selling its hard-to-sell late-morning programming goes into effect today (Feb. 13), as originally scheduled.

That was the word late last week from CBS-TV authorities, who said the new plan (BROADCASTING, Jan. 16, *et seq.*) would kick off with Lever Bros. and Lipton Tea set as the first minutes buyers. Counting existing advertisers who either elected to continue under the traditional quarter-hour sponsorship format or had not yet exercised their right to convert to the minutes plan, sales for the inauguration of the new operation were estimated at about 42% of total availabilities.

Two weeks ago officials estimated the two-hour period was approximately 25% sold out. The slow pace of sales, attributed in turn to lower prices and greater flexibility allegedly being offered by rival tv networks, was the primary reason given by CBS-TV for adopting the new format. CBS-TV officials contended the only alternative would be to reduce its morning programming.

The new plan departs from the traditional network system under which advertisers may buy minutes and rotate them among the various programs in the two-hour block from 10 a.m. to noon. The prices are $3,200 gross per minute during the winter, $2,800 during the 13-week summer season, both representing a substantial drop from the old charges. The programs currently in that period are *December Bride* reruns, *Video Village, I Love Lucy* reruns and *Clear Horizon,* but some and possibly all of these are expected to be scrapped or moved to make way for game shows, probably in a month or six weeks.

Into the Fold ▪ The plan has been attacked bitterly by station representatives and some affiliates on the ground that it is an invasion of the spot field and devalues all television time by pegging prices so low. Network officials acknowledged last week that there still were some hold-outs among affiliates, but said the number is diminishing steadily as more and more agree to clear the plan.

In becoming the first buyers under the new plan, Lever Bros. converted its two weekly quarter-hours in this morning period to six minutes a week, while Lipton Tea signed for four minutes a week. Both transactions were handled through Young & Rubicam, New York.

Meanwhile, a new voice—rival NBC's—joined the chorus of criticism that has been aimed at the plan.

In an "analysis" sent to its affiliates, NBC said CBS-TV "is cutting prices, cutting compensation, drastically altering the basis of compensation and completely changing the basis of sales."

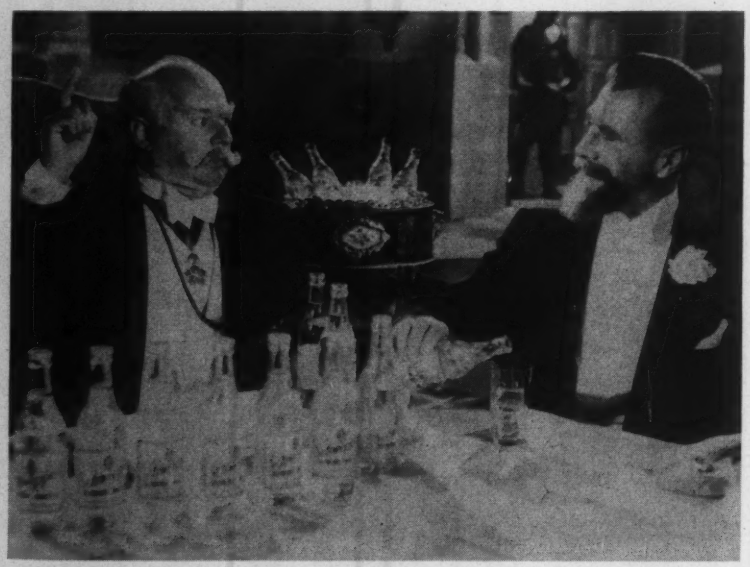
NBC denied the CBS plan is anything like its own daytime operation but suggested that CBS would have better luck in attracting business in these periods if it followed NBC-TV's lead on another score. NBC solved a similar problem, the report said, by "improving and developing the programming in these periods, at *our* expense," and by "developing an effective sales story for daytime, again at *our* expense."

See No Rush ▪ The unknown quality of whatever new shows CBS-TV may install in the late-morning periods, plus "uncertainty" about the size and consistency of the station lineup CBS-TV may be able to deliver for advertisers, led NBC to feel "it is doubtful that there will be an advertiser rush to buy CBS-TV rotating minutes, even at their bargain-basement prices."

The NBC study stressed the plan's station-compensation concept, under which an affiliate's payments are determined by the size of the lineup carrying the program, the amount of compensation diminishing as the length of the lineup increases (BROADCASTING, Feb. 13). The analysis offered this example:

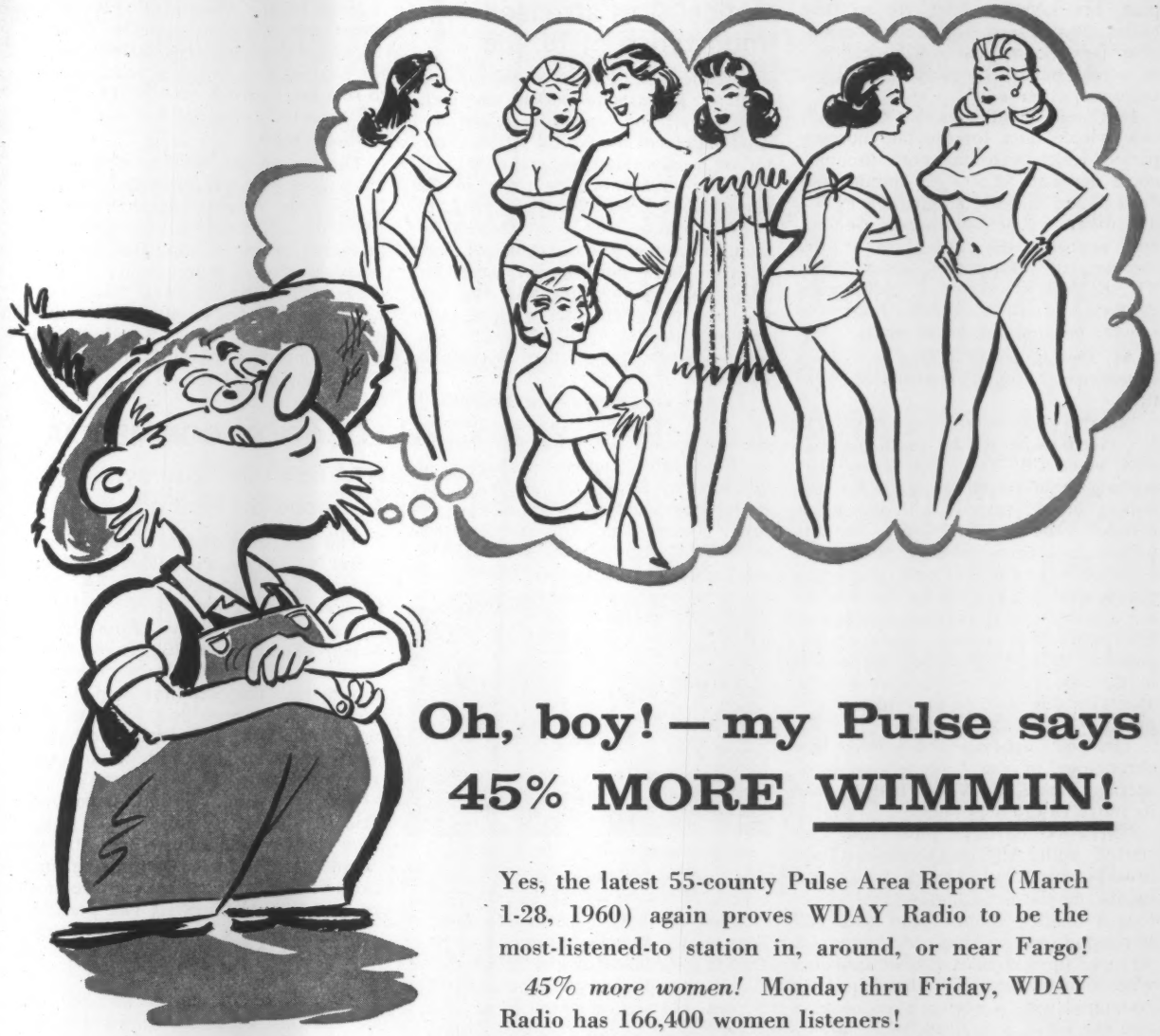
If the total cleared lineup has a Class 'A' hourly network rate value of $100,000 (approximately 135 stations), a station with a $500 'A' rate will receive approximately $3.30 for a winter minute. . . . The $500 station referred to above knew that under normal compensation arrangements it would receive $6.60 each *Lucy* commercial minute. Under this new plan it might get $3.30 if the replacement program is carried by a $100,000 (135 station) lineup; or it might get only $2.60 if the lineup expands to 175 stations; or maybe even $4.40 (a one-third reduction from present) if the lineup shrinks to less than 100 stations. . . ."

CBS-TV officials have acknowledged that affiliates will receive less compensation per unit of sales under the new



Comdr. Whitehead's latest spectacular

The newest playlet in Comdr. Edward Whitehead's commercial repertory for Schweppes quinine water opens in May for the annual warm-weather run in tv spot. This 60-second plot finds the president of Schweppes (U.S.A.) Ltd. trapped in one of England's stately dining rooms, the last remaining guest of a retired army general who regales him with tales of colonial wars, using bottles to illustrate the strategy. The old general is played by Laurie Main, British character actor, the commander by himself. "The Battle of the Bottles" will play in night time in around 25 big markets along with other filmed minutes of last summer featuring the Schweppes president in a staid men's club and aboard the Orient Express. Ogilvy, Benson & Mather, New York, is the agency.



Oh, boy! — my Pulse says 45% MORE WIMMIN!

Yes, the latest 55-county Pulse Area Report (March 1-28, 1960) again proves WDAY Radio to be the most-listened-to station in, around, or near Fargo!

45% more women! Monday thru Friday, WDAY Radio has 166,400 women listeners!

67% more men, too (though we really don't care nearly so much about *them*)! WDAY Radio has 114,660 men listeners!

But don't think there's anything unique about this situation. It's been going on for years and years and years. *Ask PGW for all the facts!*

WDAY

FARGO, N. D.

NBC • 5000 WATTS
970 KILOCYCLES

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

plan, but say that sales are so slow under the old format that any "reasonable" increase in business will mean that in actual dollars the stations will receive more than now.

NBC told its affiliates that CBS-TV's new winter rates for the late-morning period, which with maximum discounts come down to $2,500 per minute, are "just about half the comparable NBC-TV minimum net-net rate of $4,750, and approximately the same as the average ABC-TV minute." But on NBC-TV, the analysis stressed, "the minimum daytime buy still is a quarter-hour of a specific program, alternate weeks."

At "Our Expense" ▪ Out of its own experience, NBC offered this observation:

"In the past several years NBC-TV has faced many of the problems that now beset CBS-TV. You know that nothing drains profit as much as sustaining unsold periods with expensive network programs. However, our approach has been to concentrate our resources on improving and developing the programming in these periods, at *our* expense; and to develop an effective sales story for daytime, again at *our* expense. NBC-TV's current leadership in daytime ratings and daytime sales attests to the basic validity of our approach."

The NBC analysis also offered this chronology of the "competitive pressures" which CBS-TV said had dictated its move to the new plan:

"Network daytime rate reductions started with ABC's 'Operation Daybreak,' when that network pyramided on its one-third-of-Class-'A' rate structure a rotating minute plan with full horizontal and vertical contiguity, all wrapped up in a charter advertiser plan with come-on rates and other bait. CBS countered with a new contiguous plan and cut 10-11 a.m. rates twice. Bit by bit, competitive pressures forced us to follow the ABC-TV and CBS-TV leads to full contiguity in daytime periods, a step we took in September 1960. We were also compelled to institute a Class 'D' rate for 10-11 a.m., but we pegged this at 40%, one-fifth above the prevailing CBS-TV and ABC-TV level. . . ."

Will NBC make further changes in its own sales policies as a result of the CBS-TV move? The report to affiliates had this answer:

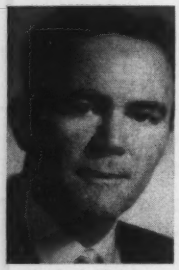
"We expect that our programming and sales efforts will enable NBC daytime to continue to forge ahead as we did in 1960. We have no desire to make any radical changes in what we are now doing. Of course, we will watch developments closely and be prepared to move quickly when and if business judgment shows we have no other recourse. Right now, however, all we ask is your continuing confidence and maximum clearances to aid our efforts."

Optical firm stresses importance of tv ads

"About 60% to 70% of the new patients of Texas State Optical who mention advertising, mention television." That statement by W. Ed Allen, director of public relations, seems to indicate the importance tv plays in the company's overall advertising program.

"We believe that tv's inherent remembrance factor is the principal cause of this large percentage," says Mr. Allen, who points out that the firm also is a consistent user of spot radio and newspapers, both of which contribute to bringing the firm to the public mind.

Texas State Optical (not Texas Optical as it appeared through error in BROADCASTING, Jan. 30) was founded in 1935 in Beaumont, present headquarters, by Dr. S. J. and Dr. N. Jay Rogers, optometrists, who still own the firm. Texas State Optical first used tv in 1954 when it sponsored the ABC production *Racket Squad*. At that time



Dr. S. J. Rogers

Dr. N. Jay Rogers

the firm had built up from 1 to 28 offices. Today there are 82 in 44 cities.

Most of these markets see Ziv-UA film shows sponsored by Texas State Optical, including *Miami Undercover*, *Sea Hunt* and *Tombstone Territory*. The Screen Gem production *Two Faces West* and MCA show *Johnny Midnight* also are used. *Miami Undercover* is at present being considered for additional markets.

General Foods sticks with CBS-TV programs

General Foods Corp. will continue to place its network tv advertising blue chips on CBS-TV next season. This was apparent late Thursday (Feb. 9) when in an unusual pre-season jockeying, NBC-TV (and reportedly ABC-TV as well) failed to pry some of the GF lineup away from CBS-TV (BROADCASTING, Feb. 6).

At one point of the negotiation, NBC-TV officials reportedly recommended that General Foods sign for participation in *Wagon Train*, the network's highly-rated hour show in the Wednesday night schedule, while also moving to NBC-TV other programs from the formidable GF lineup on CBS-TV.

Most of the General Foods'-owned shows are situation comedy (*Danny Thomas Show* and *Andy Griffith Show*, for example), a factor which appeared to rule out a switch to ABC-TV, which GF reportedly did not feel was strong in that category.

Though on the surface it was said discussions began as a result of difficulty in placing *Mother Is a Freshman* (Mollie Goldberg), a new and GF-financed program, on the CBS-TV schedule next season, authorities disclosed that a time period "evaluation" lay underneath the unsettlement. General Foods, as a result, reportedly has gained improved position on the CBS-TV schedule next season.

LOCATION COMMERCIAL

NTA unit uses Intersync for taped du Pont ads

The first of a group of taped commercials for du Pont fiber products, produced on location by NTA Telestudios, New York, are scheduled to be carried on CBS-TV's *June Allyson Show* tonight (Feb. 13) from 10:30-11 p.m. NTA Telestudios points out this marks "the first time" taped commercials have been produced on location by use of a single camera technique with Intersync and with studio-taped sequences mixed in at a later date.

George Gould, Telestudios president, said significance of this project is that tape "can now perform both the on-location and the later intermixing functions of film without any sacrifice at all of quality." Al Cantwell, vice president in charge of live and tape productions for BBDO, New York, agency for du Pont, stated:

"We are highly pleased with the tape commercials we already have screened. I definitely think that Intersync will play an increasingly important role in tape commercials, particularly those that are produced on location and those in which texture of product is important. Intersync permits flexibility in editing, permits the adding of titles and opticals at a later date. The shooting technique enables close-ups to be made and if you're not satisfied, you can shoot again. There will be times, of course, when multiple shooting without Intersync is indicated, but Intersync is definitely a big step forward in the development of tape."

Telestudios produced six one-minute commercials for du Pont during a four-day stay in New Orleans, covering 20 scenes in nine locales. The commercials attempted to capture the colorful flavor of the city but the main theme was to show that a young lady visiting New Orleans can travel light and "always look fresh" if she packs clothing made

Why WSB-TV bought Warner's "Films of the 50's"

Says Jean Hendrix

"WSB-TV has always been strong in feature film programming. We acquired the Warner pictures **to make it still stronger.** The first thing we will do is use the 26 color films in a Friday night slot we'll call "Warner Bros. Premiere." Also, the high caliber of this Seven Arts release gives us pictures we'll run as specials in "A" time. Actually all of these films have the high quality we require for our spot carriers. All in all I'd say these "Films of the 50's" will strengthen our leadership in feature film audience here in Atlanta."

Jean Hendrix
Assistant to
the General Manager
WSB-TV
Atlanta, Georgia

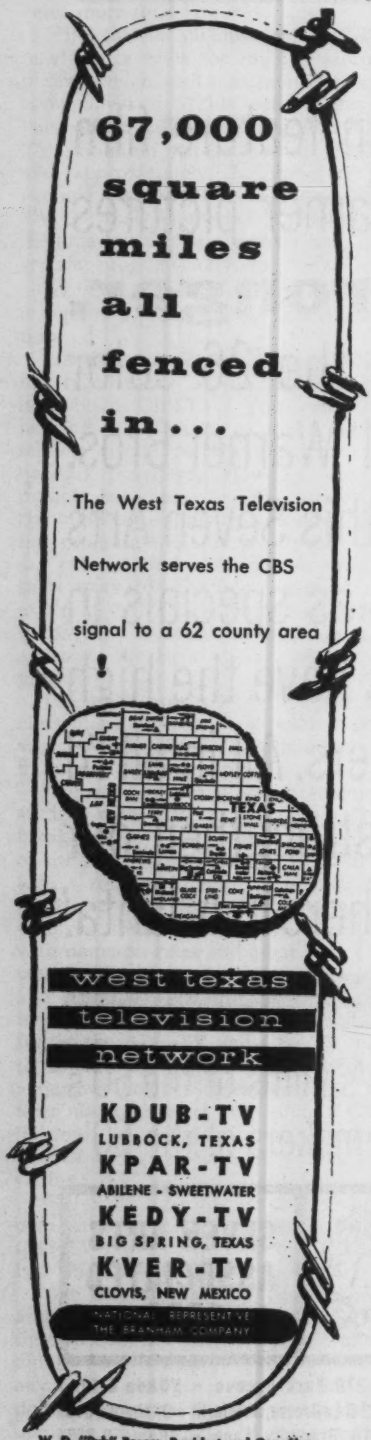
Warner's Films of the 50's...
Money makers of the 60's

SAA

SEVEN ARTS ASSOCIATED CORP.

NEW YORK: 270 Park Avenue • YUkon 6-1717
CHICAGO: 8922-D La Crosse, Skokie, Ill. • ORchard 4-5105
DALLAS: 6710 Bradbury Lane • ADams 9-2855
BEVERLY HILLS: 232 Reeves Drive • GRanite 6-0192

For list of TV stations programming Warner's Films of the 50's see Page One SRDS (Spot TV Rates and Data).



with du Pont Dacron, Orlon and Nylon fibers.

A three-man technical crew, using equipment provided by WBRZ (TV) Baton Rouge, produced the commercials. Mr. Gould and Al Makin, executive vice president of Telestudios, and Mr. Cantwell and Roger Hinkley, BBDO producer, supervised the project.

Telestudios announced several months ago that it had adapted Ampex's Intersync device for use in single camera shooting (BROADCASTING, Dec. 5, 1960).

Gleason searches for new format and new sponsor

Jackie Gleason is carrying on with a salvage operation and a faithful alternate-week sponsor. The format selected for the comedian's Jan. 20 return to tv after a two-year absence was a panel of comedians in a guessing-game, *You're In the Picture,* scheduled by CBS-TV Fridays, 9:30-10 p.m. EST. This was junked after one try. Kellogg Co. was there for the first show and got its alternate-week plug Jan. 27, but after the third edition it became known that the cereal company had quietly abandoned it after the format switch. Leo Burnett Co., Kellogg's agency, confirmed the cancellation. (Kellogg continues on CBS with partial sponsorship of *Father Knows Best* Tuesdays, 8-8:30 p.m. EST.)

Now billed as *The Jackie Gleason Show,* the show is evolving into an informal, conversational structure with guest talent. After ad-libbing it alone with his audience Jan. 27, the star brought on a chimpanzee near the end of the Feb. 3 show. Last week (Feb. 10) Mickey Rooney and Art Carney were scheduled and a lot of "big names" were anticipated for succeeding weeks. Liggett & Myers Tobacco (L&M filters) through Dancer-Fitzgerald-Sample continues to pick up the bill every other week. The departed Kellogg had replaced another sponsor originally announced for the show, the Plymouth Div. of Chrysler Corp. (through N. W. Ayer & Son) when CBS last December billed *You're In the Picture* to replace *The Garlund Touch,* which ran from the beginning of the season through Jan. 13 under L&M-Plymouth alternate sponsorship.

Hix forms western rep firm

Formation of Bob Hix Inc., Denver, to serve as a regional advertising and sales representative for stations in 11 western states has been announced by Robert S. Hix, president. Mr. Hix recently resigned as general manager of KHOW Denver and sold his interest in the station to open the new firm.

A veteran in broadcasting, Mr. Hix served in a management capacity for six years with KOA Denver prior to joining KHOW, where he has been the past two years. He also formerly was asociated with stations in Wichita, Kan., and St. Joseph, Mo.

Bob Hix Inc. is headquartered at 449 Grape St., Denver 20. Telephone Fremont 7-1400.

Business briefly...

Armour & Co., Chicago, next week starts a tv spot drive in Chicago, Peoria and Rockford, Ill., to introduce new "Princess Dial" complexion soap that contains a moisturing cream, Armour said it hopes for national distribution within year or two, but expansion will be slow and carefully planned. Newspapers will also be used. Agency: Foote, Cone & Belding, Chicago.

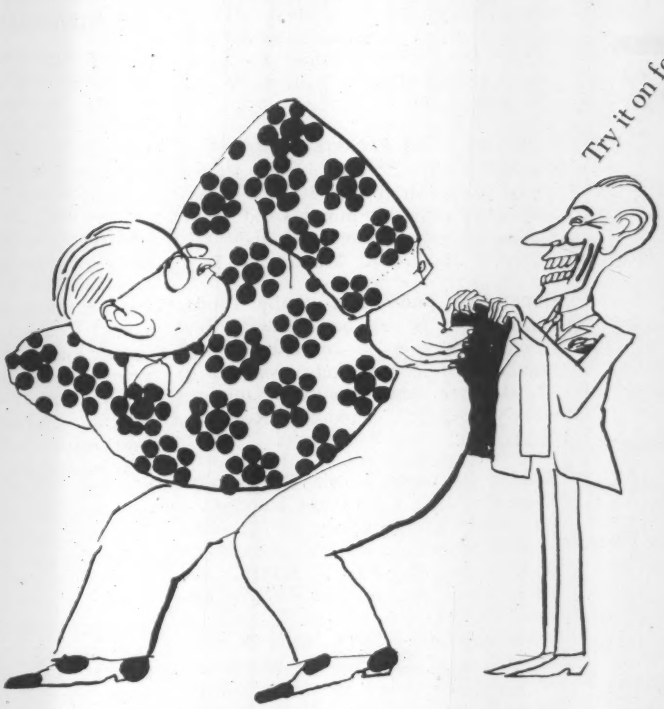
Lucky Lager Brewing Co., San Francisco, through McCann-Erickson, San Francisco, is returning *Lucky Lager Dance Time* to the air after a year's hiatus. The company has signed 52-week contracts starting today (Feb. 13) with KSFO San Francisco and KMPC Los Angeles for the 9:30 p.m.-12 midnight time, Monday through Sunday, and KVI Seattle (where beer may not be sold on Sunday) 9:30 p.m.-12 midnight, Monday through Saturday.

Policy-Matic Corp. of America, land travel insurance by vending machine, Atlanta, is introducing its insurance selling plan this spring. Radio will be used heavily: NBC Radio's *Monitor* for national coverage, and spot in concert with the opening of markets. Identifying "symbol" on its radio commercials: the sound of an automobile's horn. Agency: Daniel & Charles, N. Y.

Downyflake Foods Inc., N.Y., frozen ready-to-bake muffins, will start using saturation tv spot during March in the six New England states and Pennsylvania. The new product was recently introduced in New York. Heavy advertising will follow the product as it moves toward national distribution during the year. Agency: Smith/Greenland Co., N.Y.

Brown & Williamson Tobacco Co. and **Kimberly-Clark Corp.** will be alternate week sponsors of *Danger Man,* a new adventure series about an international security agent, when it starts April 5 on CBS-TV (Wed. 8:30-9 p.m. EST). The new Independent Television Co. series, with Patrick McGoohan in the lead role, will be in the time period vacated by *Wanted—Dead or Alive,* which also was sponsored by B&W and K-C. Agencies: Ted Bates (B&W) and Foote, Cone & Belding (K-C).

Jacob Ruppert Brewery, N. Y., will spend approximately $2.5 million this year to advertise its Knickerbocker



Los Angeles is size 98, extra large. When you want to cover it with radio, don't settle for something with the sleeves too short. Before fussing with style, consider the cut of the coat. KFWB is big, big, big radio. More of your customers listen to KFWB than to any other station in metropolitan Los Angeles. Hooper says so (18.7% audience share for Dec. '60, Jan. '61, total rated time period). And Pulse says so (16.5% audience share for Dec. '60, Mon. through Sun., 6 a.m. to midnight). It's pretty obvious. There just isn't any substitute for audience. **KFWB / 98**

James F. Simons, Station Manager
Represented by John Blair & Co.

CROWELL-COLLIER
BROADCASTING CORPORATION
First in Contemporary Communications
Robert M. Purcell, President

KFWB

A Sound Citizen of Los Angeles

WHLi
"THE VOICE OF LONG ISLAND"

known by the companies we keep!

FOOD STORE SALES*
$704,995,000
SOME "BLUE CHIP" ADVERTISERS USING WHLI TO REACH BIG, RICH LONG ISLAND MARKET

Arnold's Bread
Birdseye
Bond Bread
Canada Dry
Carling Breweries
Carolina Rice
Coca-Cola
Hires
Manischewitz Wine
Merkel Meats
National Biscuit Co.
Nescafe
Pepsi-Cola
Tender Leaf Tea

*Nassau-Suffolk (Sales Management 1960)

Over 400 top advertisers chose WHLI in 1960. Will you be on the "preferred" list in 1961?

10,000 WATTS
WHLI
AM 1100
FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
the voice of long island
Represented by Gill-Perna

Beer. The company, through Warwick & Legler, New York, places a substantial portion of its budget in spot tv and spot radio in New England and the metropolitan New York area. Marketing plans were disclosed after Kratter Corp., New York holding company, abandoned its effort to gain stock control of Ruppert.

Columbia River Packers Assn. (Bumble Bee tuna), Portland, Ore., started a new tv spot drive Jan. 30 in top markets, using primarily minutes and chainbreaks in both daytime and nighttime. Agency: Richard K. Manoff, N. Y.

Beech-Nut Food Div. (baby food), Canajoharie, N. Y., has started a new tv spot campaign in an undetermined number of major markets, using up to 12 daytime and nighttime minutes weekly. Agency: Young & Rubicam, N. Y.

Bubble Up Corp., Peoria, Ill., through Murphy Assoc., L.A., has launched a saturation radio campaign of 225 spots a week in the Los Angeles area, using stations KFWB, KGFJ, KMPC and KRKD Los Angeles, and KRLA Pasadena, KGIL San Fernando, KEZY Santa Ana and KDAY Santa Monica. The five-week Los Angeles promotion, in which the radio spots are supplemented by 7-sheet billboards, bus fronts, truck tailgate signs and point-of-purchase material, is budgeted at $75,000. Eventually the campaign is to be extended to 400 markets.

Rep appointments...

▪ WEMP Milwaukee and KWK St. Louis: H-R Representatives, N. Y.

▪ WFBL Syracuse, N. Y. and KORL Honolulu: Robert E. Eastman & Co., N. Y.

Lennox buys ABC Radio show

Backed by a newcomer to network advertising, ABC Radio has started a new weekday, five-minute weather show. Lennox Industries Inc., Marshalltown, Iowa, has purchased sponsorship of *Weather Show with John Cameron Swayze*, a daily report and forecast on national and local weather conditions (Mon.-Fri. 6:40-6:45 p.m. EST).

Lennox Industries, whose previous broadcast advertising was limited to spot radio, manufactures heating systems and air conditioners. Its agency is the Biddle Adv. Co., Bloomington, Ill. In the new weather program the station will cut away during the last 30 seconds for local weathercasts, which affiliates are selling to local Lennox dealers. In a second development, Lennox Industries bought *John Cameron Swayze's Notebook*, a five-minute package for which the agency is buying local station time.

Competition assures ad honesty, says Britt

The suggestions that advertising men are "parasites" and "hidden persuaders" can be countered easily with examples of the obvious power of the "intelligent consumer," the Chicago Federated Advertising Club was told Thursday.

Advertising consultant Stuart Henderson Britt, Northwestern U. professor and former executive of McCann-Erickson, Earle Ludgin & Co. and Needham, Louis & Brorby, said, "There is nothing hidden about advertising," witness the complete disclosure of motive and fact in any major brand's television, radio or print advertising.

Dr. Britt reserved his right to criticize poor advertising and admitted advertising is "not lily pure." But neither are education, government or sports for that matter, he said. The old maxim of *caveat emptor* now is *caveat vendor*, Dr. Britt said, because the consumer holds life and death power over old line as well as new products. The consumer just "lies in wait for a manufacturer to make a mistake," he said, pointing out the high risks involved in marketing and satisfying the consumer's taste.

"It is not the FTC that keeps business clean" he said. "It is the rivalry between products. The consumer has free choice." He pointed out the high consumer confidence in advertising and in brand names, with such products far outselling the rest. Advertising won't make people buy things they don't want, Dr. Britt argued, in spite of false suggestions that advertising foists shoddy products upon an unwilling public. Good products have a hard time, too, in the competitive battle, he indicated, asking what ever happened to Edsel autos, Hit Parade cigarettes and Chlorophyl dog food.

Dr. Britt has expressed more of the same in his new book, "The Spenders," which he said fully answers certain other ex-advertising executives he won't name (Vance Packard and friends). Publisher is McGraw-Hill.

Agency appointments...

▪ Lewis Research Labs Inc., appoints Frank B. Sawdon Inc., N. Y., as advertising agency for Stain-Aid; Drain-Aid, Septi-Kleen, Swish-Kleen and Swim-Kleen. A new product in the drug field will soon be announced. Radio and tv will be principal media.

▪ Lion Packaging Products Co. Inc., Hicksville, N. Y., appoints Cohen & Aleshire, N. Y., as its advertising agency for a Snap-Off Bags test campaign in Chicago, Boston, Los Angeles, San Francisco, St. Louis, Hartford, Tampa and Miami.

What coverage are you buying?
(or selling)

Whether you are a buyer or seller of time, Nielsen Coverage Service '61 (NCS '61) answers that all-important question, in terms of: *how many . . . where . . . how often.*

If you are a buyer of time, NCS '61 tells you whether the facilities you have selected cover your market adequately, or need supplementation.

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Buyer or seller, you will get from NCS '61 the only up-to-date authoritative coverage facts for both radio and television:

—number of homes reached
—county by county
—day, night; daily, weekly

all based on the 1960 U.S. Census.

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MENLO PARK, CALIFORNIA
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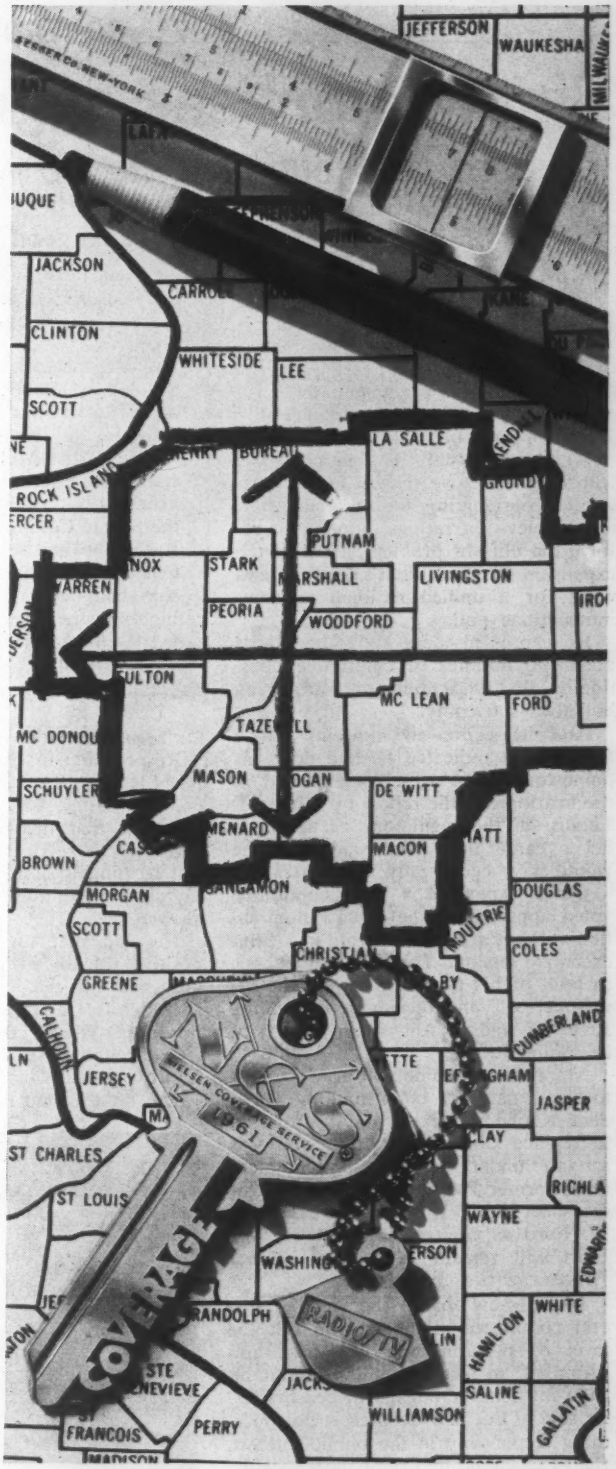

1005

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Minow promises aggressive leadership

TELLS SENATE GROUP HE'LL TRY TO IMPROVE TV PROGRAMMING

Newton N. Minow, the 35-year-old Chicago lawyer tapped by President Kennedy to chair the FCC, intends to give that agency aggressive leadership in attacking a broad range of problems.

This, at least, was the burden of his testimony last week during the Senate Commerce Committee hearing on his nomination. And the Committee, apparently liking what it heard, speedily voted approval of his appointment.

Mr. Minow told the committee he will try to improve the quality of television programming, look into the matter of television ratings, attempt to resolve the uhf-vhf problem, assist in the expansion of educational television, and work for a unified national telecommunications policy.

He expressed these and other views under 90 minutes of committee questioning that was sometimes searching but always friendly.

And he expressed himself with a fluency that indicated he had done his homework. One area not explored in the hearing was the report by James M. Landis on the regulatory agencies. It never came up. But, reportedly, he would have been ready if it had.

Quick Approval ▪ The committee voted approval of the Minow nomination without a dissenting vote in a brief executive session. The approval extends to both of his nominations—to the remainder of an interim term ending June 30 and a full seven-year term beginning July 1.

Mr. Minow's name will now go back to the Senate for confirmation. President Kennedy picked him last month to replace Charles H. King, who was serving under a recess appointment from former President Eisenhower, for the short term. He succeeds Frederick W. Ford as chairman. However, Mr. Ford will remain as a commissioner (BROADCASTING, Jan. 16).

Mr. Minow shared the view of several committee members who felt the level of programming was low, and promised to do something about it. "We must never engage in censorship" he said. "But if a licensee is not operating responsibly in the public interest, the FCC should find someone who will."

He said he believes the FCC has the duty and authority to review a station's record, when it comes up for license renewal, to determine whether the licensee has fulfilled his promise to operate in the public interest.

"The airwaves belong to the people," he said, "and the FCC is responsible for seeing that they are well used."

Responding to Sen. Norris Cotton (R-N.H.), who questioned him closely on the matter, Mr. Minow expressed the view that the FCC has the legal authority to revoke a station's license. But he quickly added that "it's hard to say that revocation would be the best answer."

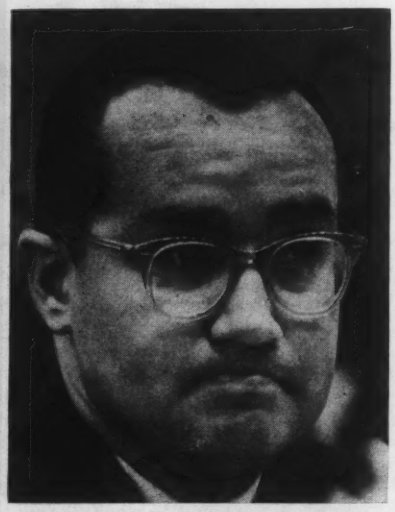
He said that the FCC can play a positive role by exerting "an elevating influence on the industry." And he agreed with Chairman Warren G. Magnuson (D-Wash.) that the industry itself, through NAB and its codes, could improve matters.

But he also said he believes the FCC has the right and duty to monitor programs to a greater extent than it does now .

'A damn good job'

"Fred Ford is doing a damn good job. It is unfortunate that he was chairman such a short time."

The speaker was Newton Minow, a Democrat who will replace Republican Ford as chairman of the FCC in about two weeks. Mr. Minow made the statement after his confirmation hearing last Wednesday before the Senate Commerce Committee. Earlier he had told senators that Chairman Ford and the commission had been most helpful and highly cooperative in briefing him as he prepared to take over the chairmanship.



Mr. Minow faces the committee

A Night of Violence ▪ Senator John O. Pastore (D-R.I.) raised the question of the quality of television, stating that during one recent evening before his set he saw a parade of horsewhippings, shootings and killings.

Mr. Minow replied with a smile that "there should be more open spaces between westerns and more public affairs than private eyes."

Sen. A. S. Mike Monroney (D-Okla.) lashed out at the various systems of rating television programs, challenging their validity and accusing them of stifling the development of better programming.

"The networks, stations, Madison Avenue—all are victims of the rating systems," said the senator. "Efforts to produce something new are strangled in their infancy by the viciousness of ratings." He said ratings dominate the industry.

Mr. Minow indicated a measure of agreement with this view, declaring that ratings "are a proper area of concern for the FCC. The systems differ so widely they can't all be right," he added. "My feeling is that they underestimate the American public."

Mr. Minow also promised to try to find an answer to the long-standing uhf-vhf problem. "This matter must be resolved if we're to have a fully national competitive system," he said. "I shall try to make as many channels available as possible."

The Etv Matter ▪ Sen. Magnuson, who has introduced legislation to provide states with grants to build educational television facilities, brought up the matter of educational television almost at the outset of the hearing.

Noting that only 52 of the 257 channels set aside for etv are being used, Sen. Magnuson said that "this will be a matter of concern for you at the FCC."

Mr. Minow, who is counsel for the Midwest Council for Television Instruction, which plans to beam educational programs to six states from two airplanes ,said, "I will dedicate myself to that task—it's one of my interests."

At another point, Mr. Minow said he hopes to "liberalize the rules" to enable etv stations to obtain revenue. "Money is their biggest problem," he said. He also observed that commercial stations could increase the number of educational programs they offer.

Sen. Vance Hartke (D-Ind.), who has identified himself with those urging a unified national telecommunications policy, also found an ally in Mr. Minow.

"This is a matter of urgent concern" in terms of space exploration and interdepartmental disputes, as well as a "chief area of concern in national defense," said Mr. Minow. He added he will do whatever he can to advance the development of a unified telecommunications policy.

Additional Views ▪ In other testimony, Mr. Minow said that:

▪ He will try to make additional channels available to those metropolitan areas which are now limited to two networks.

▪ He would like to see local stations have as much autonomy as possible. Sen. Monroney charged that local stations have been threatened with loss of their affiliations if they refuse network shows.

▪ He disagreed with the theory that a congressman competing for a station license should be shown preference on the ground that his position is evidence of his awareness of, and responsiveness to local interests.

▪ He agreed fictional television programs such as *The Untouchables* should be identified as such.

He said he would try to bring FCC members into greater agreement on issues, though he said this was a difficult matter since the issues confronting the commission are highly complex.

Mr. Minow also testified that he had disposed of any stocks which might cause a conflict of interest, and said he will submit a report on his holdings to the committee. He added that he will withdraw from his law firm if confirmed.

The two senators from Mr. Minow's home state of Illinois—Paul Douglas, Democrat, and Everett Dirksen, Republican, gave him a warm, bi-partisan introduction to the committee.

Sen. William Proxmire (D-Wis.), who represents the state where the FCC Chairman-designate was born, also testified in his behalf.

All three senators praised Mr. Minow highly. Sen. Proxmire said the appointment will have a salutary effect not only on the FCC but the broadcasting industry as well.

Lar Daly of Chicago, the perennial fringe-party candidate whose demands for equal air time have been a factor in Congress' liberalization of the equal-time provision of the Communications Act, had also been expected to appear.

However, he wired the committee last week saying unexpected developments had detained him and asking for a week's postponement of his appearance. Sen. Magnuson said he notified the Chicagoan that the record would be kept open for a statement but that the proceedings could not be delayed.

Sen. Cotton (left) and Chairman Magnuson pose the questions for FCC Chairman-designate Minow. Seven other senators were present.

MONOPOLISTS—BEWARE

Rand Dixon, chief counsel of Senate antimonopoly group, nominated to head Federal Trade Commission

A battler against monopoly—including the questionable right of baseball clubs to "black out" tv and radio coverage of home games within a 75-mile radius of the home town—has been nominated to be chairman of the Federal Trade Commission.

He is Paul Rand Dixon, chief counsel and staff director of the Senate Antitrust and Monopoly Subcommittee, headed by Sen. Estes Kefauver (D-Tenn.).

President Kennedy sent Mr. Dixon's name to the Senate last week. He also nominated Philip Elman, assistant to the Solicitor General of the United States, to be a commissioner on the FTC. Mr. Kennedy announced that he would nominate Everette MacIntyre, chief counsel of the House Small Business Committee, to the next vacancy on the FTC.

Mr. Dixon, 47, a Tennessee Democrat, will succeed Earl W. Kintner as chairman of the federal agency which patrols the nation's advertising and business practices. It also exercises jurisdiction over monopoly and concentration.

Mr. Kintner, whose term ran out last September, has been serving as a recess appointee since that time. He was nominated by former President Eisenhower for a second 7-year term but was never confirmed by the Senate.

It was under Mr. Kintner's leadership that the FTC moved into the tv-radio picture. It set up a Tv-Radio Monitoring Unit which screens all national and regional broadcast advertising. The group also coordinates studies of advertising in all media. It has been responsible for a dozen or more complaints filed over the past few years against some of tv's major advertisers. These primarily have been aimed at what the agency charges are false demonstrations on tv.

Payola Campaign ▪ The FTC jumped swiftly into the radio-tv picture two years ago at the height of the payola scandals. It issued more than 100 complaints against record makers and distributors charging they paid off disc jockeys to play their records on the air, thus building up a demand for them in the consumer market. The agency has settled 90 such complaints via the consent decree route, with one being a final order in default. The remainder are still pending settlement.

Under investigation at the FTC is one study which may result in wide repercussions within the broadcast industry. This is a probe, so far under wraps, of rating systems. The existence of this investigation was made known by Mr. Kintner when he appeared before the Senate Commerce Committee last year (BROADCASTING, May 9, 1960). Recent inquiries on the course of the investigation has elicited only the comment that it's still underway.

During the Senate antitrust baseball inquiry in 1958, broadcast witnesses requested relief from baseball clubs' practice of "blacking out" home games (and other ball games being played at the same time) within a 75-mile radius of the home game city. Mr. Dixon was

in charge of that investigation. He has also led the subcommittee in its hearings on pricing practices in the automobile, oil and drug industries.

He was an attorney with the FTC beginning in 1938 and, except for service with the Navy in World War II, was with the agency until 1957 when he joined the Senate committee staff.

Succeeding to the post now held by Edward K. Mills, New Jersey Republican, will be Mr. Elman. Mr. Elman, 42, is a native of New Jersey, and is considered a political independent. He served as law clerk to U. S. Supreme Court Justice Felix Frankfurter after being graduated from Harvard Law School. He joined the office of the Solicitor General in 1944.

Mr. MacIntyre will succeed Robert T. Secrest, a Democrat, when the latter's term expires in September. Mr. MacIntyre, 60, a native of North Carolina, was on the legal staff of the FTC from 1930 to 1955. During that time he was chief trial counsel on anti-monopoly cases. He joined the House Small Business Committee as its chief counsel in 1955.

JFK gets printed record

Sen. Ralph Yarborough (D-Tex.) Feb. 3 presented President Kennedy with a bound volume of virtually every speech and news conference statement made by the President in his successful campaign this fall.

The 976-page volume, which came off the Government Printing Office Press last week, is the first in a projected six-volume series being prepared by the Watchdog Subcommtitee headed by Sen. Yarborough (BROADCASTING, Jan. 31).

The volumes, a record of the statements of the candidates and network newscasts dealing with campaign, will form a part of the subcommittee's report. The Yarborough unit was set up to study charges of bias on the part of broadcasters in connection with last years easing of the equal-time provision of the Communications Act.

Oversight sowed 'seed' for good things—Lishman

A congressional investigation cannot be judged by looking only at its immediate results, Robert Lishman, chief counsel of the House Legislative Oversight Subcommittee, told an audience of Boston College economics students last week.

"Remedial statutes or forced resignations of public officials tell but half the story," the chief attorney of the subcommittee which "forced" the resignation of two members of the FCC and a presidential assistant, said. "Often the delayed reactions to committee investigations are far more important to the public interest than the visible first harvest."

As a case in point, Mr. Lishman cited a 1912 investigation which "planted the seeds" for 1933 banking and security law reforms. "We must therefore keep in mind the potential long-range increments for good which do not meet the eye upon the conclusion of a particular investigation," he said.

Mr. Lishman predicted that 1,000 pages of panel hearings and reports of the Oversight Subcommittee are "seed corn" for good things to come. He said they were the least known and least publicized hearings of the subcommittee but will, "I believe, contribute greatly to effective improvements in the administrative process." Among agency problems discussed by more than 100 participants in the panels were excessive delays, cost, length of record, lack of published criteria and standards, ex parte contacts, status of hearing examiners, undue interference by Congress and the White House and length of tenure of commissioners.

Noting that James M. Landis, special assistant to the President who authored a report highly critical of the FCC and other agencies, participated in the Oversight panels, Mr. Lishman stated: "Instead of criticizing Mr. Landis for allegedly wanting to make himself an administrative czar, I think we should concentrate on coming up with a constructive alternative proposal whereby the needed reforms will not be frustrated by a contest of power between the executive and legislative branches of government."

House Commerce gets two new GOP members

There will be two new faces—both Republican first termers—on the House Commerce Committee during the current session. They are Abner W. Sibal (Conn.) and Vernon W. Thompson (Wis.).

They will replace Larry Brock (D-Neb.), who was not re-elected, and Steven B. Derounian (R-N.Y.), who is moving over to the Ways & Means Committee.

The Republicans picked up an extra seat on the Commerce Committee because of their party's gains in the House in the November election. The Democratic majority on the 33-member committee is now 20-13.

The Republican hold-overs on the committee are John B. Bennett (Mich.), William L. Springer (Ill.), Paul F. Schenck (Ohio), J. Arthur Younger (Calif.), William H. Avery (Kan.),

WAVE-TV gives you
28.8% more AVID EATERS

—and they gobble up 28.8% more of EVERYTHING that's edible!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV

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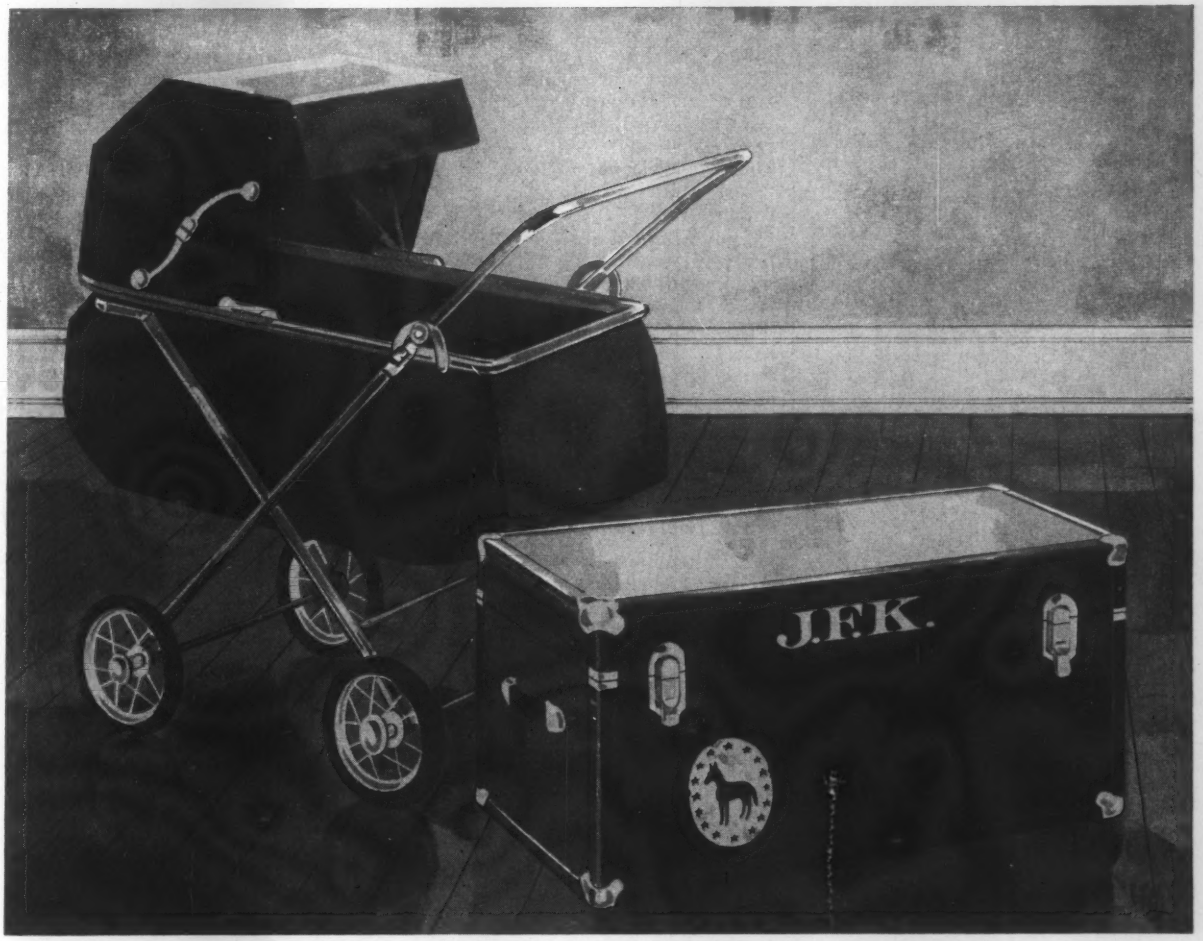
NBC
LOUISVILLE

NBC SPOT SALES, National Representatives

(This ad appeared as a full page in Jan. 20 Washington Post and Washington Star)



WELCOME

to the historic house at one end of Pennsylvania Avenue—to the two slightly more hectic Houses at the other end—and to the pleasant, pulsating community that lies in between and all around.

Welcome, *every* member of the new Administration. Whether your duties are top secret or typically secretarial—whether your dining takes you to a supper club or a soda counter—whether your diversion runs to touch football or professional baseball (we've got a new team there, too!) . . . you'll find most people and most things in Washington just about the way you want them to be.

As one good neighbor to another, we'd like to introduce ourselves. Our name is WWDC. Our address is 1260 on your radio dial, 24 hours every day. We are Washington's most-listened-to station from 6 A.M. to midnight, Monday through Sunday.* We provide you with the fastest and most complete local news coverage. We were the first station to present radio editorials on matters of importance to the D.C. area, for which we have been commended by national and local authorities alike. We have what we honestly believe is the friendliest announcing staff in Washington, bringing you the liveliest and best-balanced programming. We are, above all else, "the station that keeps *you* in mind."

We wish each of you well in your important undertaking. And we wish you a warm welcome to Washington. It's a wonderful town.

*Pulse, Inc. 5 County Metropolitan Area Survey -- November, 1960

WWDC RADIO 1260 on your dial 24 hours every day

(WASHINGTON, D. C.—Represented Nationally by John Blair & Company)

What they see on WJAC-TV

THEY BUY!

You won't find a better showcase for your product in the Johnstown-Altoona Market than WJAC-TV. Both ARB and Nielsen rate WJAC-TV the Number One station in this area. But even more significant than statistics are sales results--and happy advertisers, in every product category, attest to the selling power of WJAC-TV. Why not put your advertising on the station that turns statistics into sales!

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SERVING MILLIONS FROM ATOP THE ALLEGHENIES

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JOHNSTOWN · CHANNEL 6

Harold R. Collier (Ill.), Milton W. Glenn (N.J.), Samuel L. Devine (Ohio), Ancher Nelsen (Minn.), Hastings Keith (Mass.), and Willard S. Curtin (Pa.).

The Democratic members, all holdovers, are Oren Harris, chairman (Ark.), John Bell Williams (Miss.), Peter F. Mack Jr. (Ill.), Kenneth A. Roberts (Ala.), Morgan M. Moulder (Mo.), Harley O. Staggers (W. Va.), Walter Rogers (Tex.).

Samuel N. Friedel (Md.), John James Flynt Jr. (Ga.), Torbert H. Macdonald (Mass.), George M. Rhodes (Pa.), John Jarman (Okla.), Leo W. O'Brien (N.Y.), John E. Moss (Calif.), John D. Dingell (Mich.), Joe M. Kilgore (Tex.), Paul G. Rogers (Fla.), Robert W. Hemphill (S.C.), Dan Rostenkowski (Ill.), James C. Healey (N.Y.).

Cunningham to hear reluctant witnesses

A resumption of the commission's program inquiry in Los Angeles March 8 for testimony and records from witnesses who refused to testify last fall (BROADCASTING, Oct. 24, 1960) was ordered last week by James D. Cunningham, chief FCC hearing examiner.

The commission two weeks ago upheld Mr. Cunningham's ruling that the balky tv programming talent organizations must appear with the records already subpoenaed (BROADCASTING, Jan. 30). Named in the commission order were MCA Inc. and Vice President Taft Schreiber; Dick Fishell & Assoc., Promotions Unlimited and executives of the last two firms—Mr. Fishell, Betty Langley and Mary Rothschild.

In last week's order, the examiner ordered the firms and individuals ". . . to appear and testify . . . and to produce all of the information and data required by the subpoenas heretofore duly served upon them. . . ." The hearings will be held in the U. S. Court of Appeals courtroom.

SEC reported probing 'Paar Show' stock tip

The Securities & Exchange Commission in New York was reported last week to be investigating the market activity supposedly stimulated by a tip given by comedian Lou Holtz on NBC-TV's *Jack Paar Show* last Monday (Feb. 6).

SEC officials declined to comment on the development, but it was learned the commission had sent questionnaires to leading brokers to ascertain market activity, particularly on two stocks—Canadian Javelin and MPO Videotronics. Though Mr. Holtz did not mention any particular stock during an exchange on the program with Mr. Paar, he did say that he knew of a stock, traded on the American Stock Exchange, that was selling for "around 10 that would go to a thousand in 10 years." Subsequently, there was a large volume of trading on Canadian Javelin and MPO Videotronics and speculation in financial circles centered on these two issues.

The commission said that Mr. Paar and Mr. Holtz had been asked to appear before the SEC for questioning. Mr. Holtz appeared Thursday.

Pastore sets hearings in west on vhf boosters

The Senate Communications Subcommittee will head west next week for hearings on the effect of the new FCC regulation on vhf boosters.

Chairman John O. Pastore (D-R.I.) announced last week the subcommittee will hold hearings in Salt Lake City, on Feb. 21 and in Casper, Wyo., the following day.

Congress last summer enacted legislation which legalized some 1,000 boosters already in existence and brought them under FCC authority. Sen. Pastore said the subcommittee is interested in getting the reaction of people in the western area to the regulations adopted by the commission.

He also said the subcommittee hopes to determine if any additional legislation is needed to assure television service for small communities.

Persons interested in appearing at the hearings should contact Sen. Pastore, New Senate Office Building, Washington, D. C.

Writeoff vacations?

The U. S. Internal Revenue Service is casting a suspicious eye at tax deductibility claims for tours described as professional seminars and is examining the advertising for such tours. IRS said programs of some of these proposed seminars "raise substantial questions as to whether the activities described meet the qualifications for deductible business expenses set forth in the income tax laws and regulations.

"This is particularly true with respect to spouses of the participants. To be tax deductible, expenditures must be ordinary and necessary to the taxpayer's business." IRS examiners have been instructed to place increased emphasis on the examination of returns involving entertainment, travel including the cost of "purported business trips which are, in fact, vacations."

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Rep. Moss will leave no stone unturned

KENNEDY NEWS POLICIES TO BE WATCHED, TOO, HE SAYS

For more than five years Rep. John E. Moss (D-Calif.) has performed as a kind of watchdog for newsmen and the public, snapping at the heels of government bureaucrats who have withheld information to which he feels the people have a right. Last week, the first and only chairman of the House Government Information Subcommittee insisted that, despite the change in administration, his eye and bite are as sharp as ever.

His role was brought into question as a result of mounting criticism by Republicans against what they allege are attempts by the Kennedy administration to reduce the output of information from government sources.

Sen. Barry Goldwater (R-Ariz.), in a Senate speech, said he was "very much disturbed" because of the administration's censorship of a speech by Admiral Arleigh Burke, chief of Naval Operations, that was highly critical of the Soviet Union.

And Rep. Clare E. Hoffman (R-Mich.), a member of the Government Information Subcommittee, quoted his chairman as having said, during the Eisenhower era, that secrecy in government is "the first refuge of incompetents." The Michigan Republican went on to ask whether Rep. Moss would "characterize the Kennedy appointees in like manner."

To this criticism, Rep. Moss replied, "I would have welcomed such concern during the previous Administration." Under President Eisenhower, Rep. Moss said, 14 of Admiral Burke's speeches had been censored. Other high civilian and military officials in the Pentagon had been muzzled dozens of times, he added.

Policy's the Key ▪ He said, however, that while his subcommittee expects military officials to talk freely to congressional committees before policies are formulated, it never saw anything "improper" in an Administration "restraining" these same officials from making statements that would contradict established policy. And President Kennedy, he noted, "has not tried to dodge responsibility for censorship where policy was involved."

Rep. Moss' subcommittee, often called the Freedom of Information Subcommittee, was created to study the information policies of the executive branch of the government and the independent agencies, and to determine their basis—constitutional, statutory or privileged.

"Where we felt the law was being abused to suppress information, we tried to free that information," he said. "We're going to be just as concerned, under the Kennedy Administration, that there be valid grounds for withholding information," he added. "The problem is a continuing one. It doesn't go away because of a change in Administration."

The "most glaring example" of secrecy, according to Rep. Moss, is in the "improper use" of the executive branch's power to classify material. He feels the Eisenhower administration was addicted to "overclassification" and that it often gave national security as its reason for suppressing material when, Rep. Moss said, the real reason was policy.

He said his subcommittee "will push for proper employment of the classification machinery and for declassification when the need for such declassification is felt."

Test to Come ▪ One of the functions of the Moss Subcommittee is to process complaints from newsmen dissatisfied with the information policies of the government. To date, Rep. Moss said, he has received none concerning the Kennedy Administration, but, he added, the real test will come when government officials claim exective privilege in withholding information.

While maintaining the change in administrations has not dimmed his resolve to remove illegal restrictions on public information, Rep. Moss conceded that his position may be more difficult with the Democrats than with the GOP.

But he said he derives some comfort from the feeling that a number of factors will make it difficult for the Kennedy Administration to impose undue restrictions on the flow of information. Last week, he cited four:

▪ The Democrats, during the campaign, took a definite position on the freedom of information issue—for example, their call for the release of the polls on American prestige.

▪ The issue "is developing a bit of political sex appeal."

▪ "The press is far more aware" of the problem than it has been.

▪ The press "is going to be even more critical of the Kennedy Administration than it was of the Eisenhower Administration."

Observers pointed out, moreover, that newsmen not only will be keeping an eye on the Administration's handling of information; they'll also be interested in knowing how their watchdog is behaving.

Rep. Moss
The newsman's watchdog

THE THIRD CONFERENCE

Possible live radio-tv for future presidential sessions

President Kennedy may return to live broadcasting of his news conferences but there's a possibility that only the use of film will be allowed for tv.

Pierre Salinger, presidential news secretary, said the restricted coverage by recordings, specified for the third conference held Feb. 8, had presented problems. The rules for this session banned live coverage but allowed taped radio and tv versions to go on the air as soon as the conference ended.

A minor rhubarb occurred Feb. 8 when UPI beat the end of the conference by 10 minutes with a dispatch on its local news service in Washington. The error was ascribed to a mixup in cueing at the UPI office. None of the material went out on UPI regional, national or international wires, according to Julius Frandsen, news editor. UPI apologized to AP for the error.

Frequent complaints have been heard among newspaper correspondents about the practice of permitting live tv and radio, a Kennedy innovation.

If tv tape and live coverage are banned, then broadcasters will be back on the Eisenhower formula. Broadcast newsmen can phone conference reports as soon as it ends, under this technique, but sound film coverage is delayed two or three hours by processing.

Tv and radio networks did not take advantage of the opportunity to put full coverage of the Feb. 8 conference on the air at approximately 10:35 a.m., when it ended. NBC plans provided 11:05 a.m. coverage on radio and 1 pm. on tv. CBS used excerpts on regular network programs during the day and a summary that started shortly before noon. ABC-TV scheduled the conference at 5 p.m. and radio coverage was heard at 3:30 p.m. and 10:30 p.m. Mutual put on audio tape coverage at 10:45 a.m.

ABC-TV handled the pool coverage

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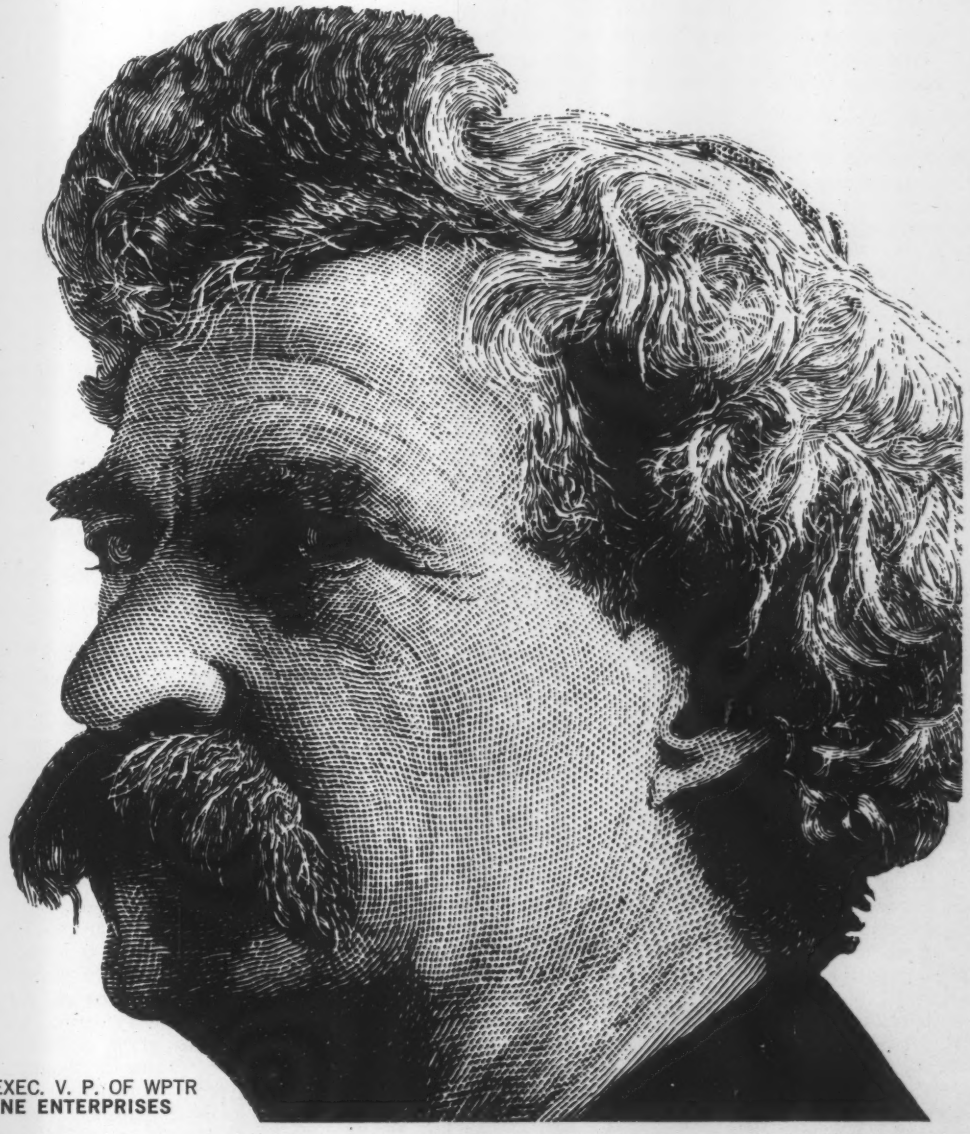

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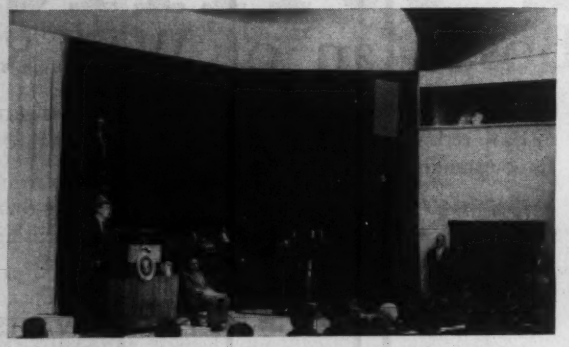
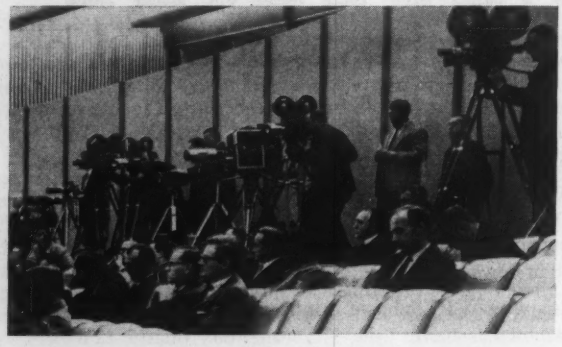




President Kennedy's first delayed-only news conference

Weeks of planning and the equivalent of two working days setting up equipment by ABC-TV preceded President Kennedy's Feb. 8 news conference, the first to be limited to video and radio tape pickups. The tapes were released for broadcast at the close of the conference. Two earlier conferences were broadcast live. (See page 50.)

ABC used four supersensitive tv cameras to pick up the proceedings, along with the two rifle mikes that catch questions from reporters. The auditorium is flanked by elevated booths where newsmen phone reports to wire services and networks. Their Feb. 8 dictation also was delayed until the conference ended.

Left photo—President Kennedy answers a reporter's question. One of the two front cameras is shown at Mr. Kennedy's left, along with a mike. At right, some of the tv and film cameras in the rear.

Feb. 8, with Marshal Diskin in charge. He started setting up the day before at 9 a.m., using four tv cameras with "supersensitive image-orthicon tubes." As at the two previous Kennedy conferences, rifle microphones were used to pick up questions from newsmen. Mr. Diskin changed camera arrangements to feature the President's right side, his better camera side. The mikes were placed closer to newsmen. In all, ABC had a crew of 15 on the assignment, including Robert Fleming, Washington bureau news chief. Bill Weisel was stage manager.

The ABC crew had a scare when the President triggered a cue by starting out of his waiting room off stage when Mr. Fleming knocked and then turned back into the room for a brief last-second exchange with Mr. Salinger. This caused brief panic but the President arrived at the rostrum right on time.

FCC denies request to skip Gila hearing

Gila Broadcasting Co. and its six Arizona stations have lost another round to the FCC in their fight for renewal of licenses and sale to the Earl Perrin Co. of Chicago. The commission last week denied Gila's request for renewal without a hearing and enlarged the issues to determine if Gila relinquished control to Perrin without prior approval.

Gila stations are KZOW and KWJB-FM Globe, KVNC Winslow, KGLU Safford, KCLF Clifton and KCKY Coolidge. The stations went dark last October without Commission approval (BROADCASTING, Nov. 28, 1960). In a separate action last week, the FCC granted the stations permission to remain silent for 90 days from Feb. 2. The commission also refused to accept an earlier Perrin pleading supporting Gila but made the prospective buyer a party respondent.

Gila had argued that license renewal and approval of the sale without hearing would be in the public interest. The case was set for hearing on Gila's alleged failure to file some required reports, misrepresentations in those that were filed, character qualifications and other issues.

WENS (TV) opposes shifting its ch. 22

Various proposed channel deletions and additions occupied the attention of broadcasting groups in comments before the FCC last week, with WENS (TV) Pittsburgh (ch. 22) protesting a move to shift that channel. WENS, now dark, but operated from 1953-57, said that it is ". . . fallacious to characterize the channel proposed to be deleted as unused . . ." when it holds an outstanding construction permit.

WENS noted that it spent over $700,000 on its station and hopes to go back on the air in the future. Community Telecasting Co. had asked for the deletion of ch. 22 from Pittsburgh so ch. 15 can be assigned to Youngstown, Ohio. Community's WXTV (TV) Youngstown now operates on ch. 45.

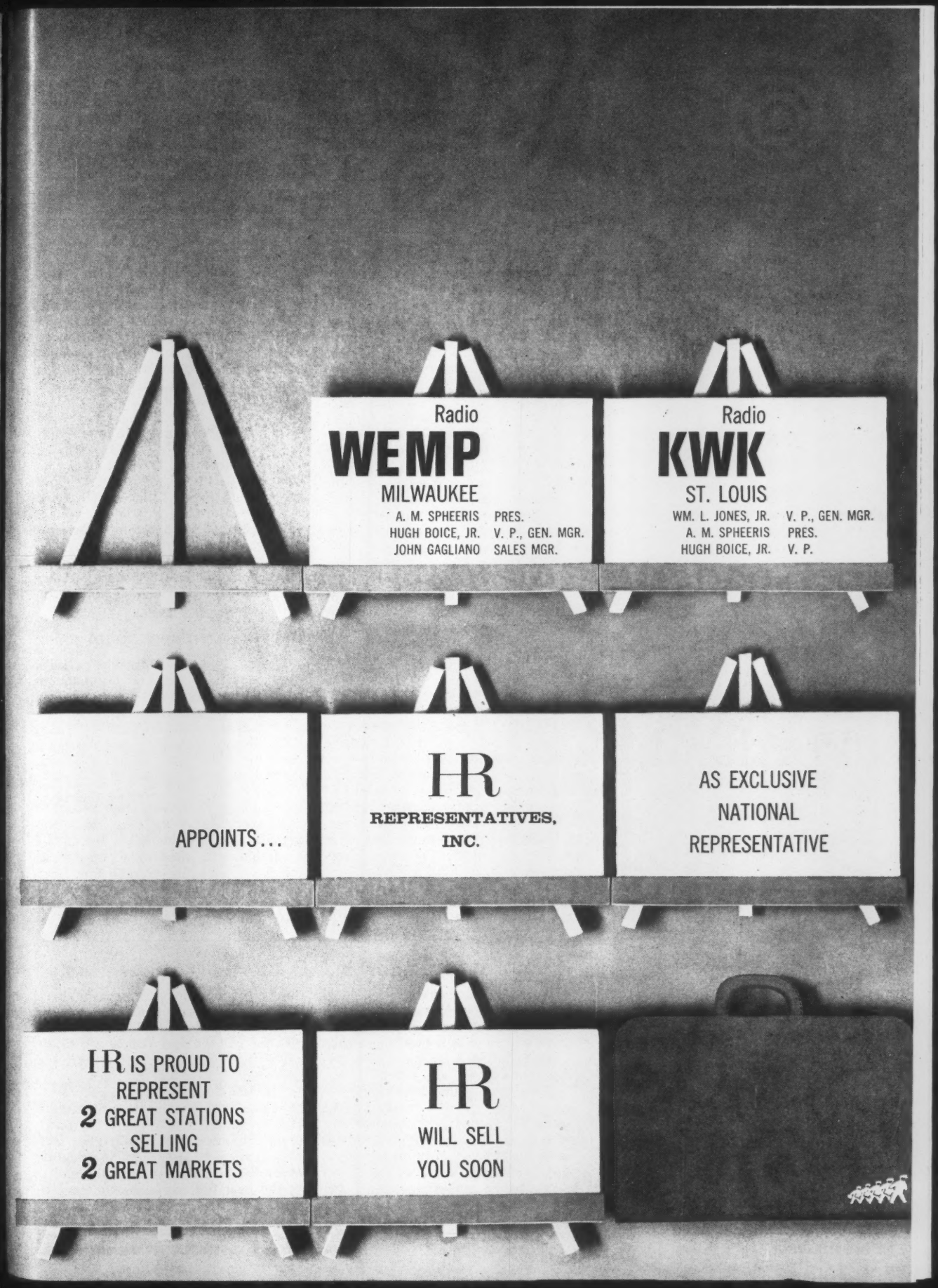
Several groups objected to a proposal by Penn State U. that ch. 3 be assigned to State College, Pa. and reserved for educational tv, alleging this would require reduced mileage separations—157 miles from ch. 3 WRCV-TV Philadelphia and 163 miles from WSVA-TV Harrisonburg, Va., as the Assn. of Maximum Service Telecasters pointed out. WSVA-TV, WRCV-TV licensee NBC, and ch. 3 WSYR-TV Syracuse, N. Y., also opposed the assignment on the same grounds.

Penn Traffic Co., which has asked for a third vhf for Johnstown-Altoona, Pa., utilized the Penn State petition to renew its appeal, holding ch. 3 should go to Johnstown-Altoona to equalize network service there. ABC said the petition conflicted with the more desirable Penn Traffic proposal.

Commenting on a proposal by Kentuckiana Tv Inc. to assign ch. 31 to Louisville, ABC said that this would not constitute an acceptable allocations solution for the market; that Louisville should have a third vhf; and that ABC's proposal for ch. 6 or 7 in Louisville would accomplish this.

Kentuckiana, which holds a construction permit for ch. 51 Louisville, amended its petition last week to ask for ch. 32 instead of ch. 31.

Also last week, KVLS (TV) Flagstaff, Ariz., asked that ch. 4 be allocated to that city instead of ch. 13, for which it holds a permit, because of its inability to find a suitable transmitter site for ch. 13 operations. The Forestry Service has objected to the ch. 13 grant, holding operation on that frequency would cause interference to a government communication facility in Flagstaff.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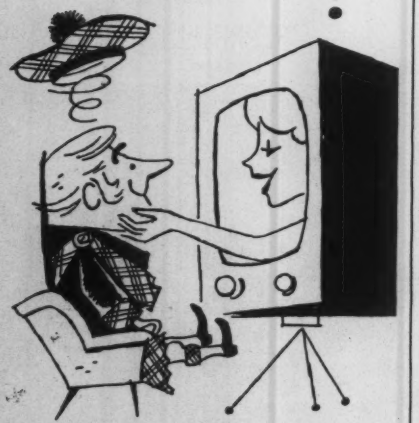

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FORD GETS IN LICKS AT CRITICS

Outgoing FCC head defends agency from charges of delay

Without mentioning any names, FCC Chairman Frederick W. Ford took a verbal slap at the administration's James M. Landis and other commission critics last week. Mincing no words, the outgoing chairman stated:

"There are those who would like to ignore the vigor and resolution with which the commission has attacked the almost insurmountable problems which confronted it a year ago and who with derogatory generalizations seek to have the accomplishments of the Congress and the commission working in close cooperation brushed into oblivion."

Chairman Ford's first public reply to sharp criticism of the FCC in the Landis report came in a Wednesday (Feb. 8) speech to the Broadcast & Film Commission of the National Council of the Churches of Christ, meeting in New York. Mr. Landis charged that the FCC presents an "extraordinary spectacle [and] has drifted, vacillated and stalled in almost every major area" (BROADCASTING, Jan. 2).

In his speech last week, the FCC chairman praised his agency for its "courage, resoluteness, firmness in its decisions and ability to cope with its problems." Mr. Ford outlined FCC activities and accomplishments in nine major problem areas, including relationship with networks and Congress; speed-up in disposition of cases; ex parte; uhf-vhf problem; pay tv; trafficking; political broadcasts and educational tv.

"It is to be observed that during the last five months of 1960, 35 cases have been decided in comparison with 32 cases during the previous 12 months," Chairman Ford, who became head of the FCC 11 months ago, pointed out. (In his report, Mr. Landis had criticized the commission's slowness in deciding cases during fiscal 1959 but gave no credit or mention to the speed-up during the Ford administration.)

Actions via Panel ▪ A further cut in delays will result if Congress approves FCC recommendations soon to be sent to the Hill which would allow the commission to divide itself into two panels for final actions, the chairman said. Appeals from such panel decisions would be permitted on a discretionary basis only. The commission also is preparing legislation with which to institute a summary judgment procedure at the agency, Commissioner Ford said.

A further contemplated step, the chairman said, is the delegation of more authority to the staff, which would give the commissioners more time for important problems and improve the speed of service to the public. The staff has been conducting a study since last October of present delegations with this in mind.

Government Ethics ▪ Noting that government ethics is far different from professional or private ethics, Mr. Ford recommended that a commission on ethics be established within the executive branch of the government. "The ethical problems peculiar to federal service are sufficiently important and complex" to justify such an agency, he said.

Debates earn permanent place

Debates between opposing political candidates have become a permanent part of the American scene, LeRoy Collins, NAB president, said Feb. 6 in an interview over KOTV (TV) Tulsa, Okla. Recalling the Kennedy-Nixon debates last fall, Gov. Collins predicted the technique will spread.

The presidential debates demonstrated the need of removing the Sec. 315 equal-time restrictions from the Communications Act, he said. He lauded Corinthian Broadcasting Corp. for its iniative in sending news teams from each of its five stations to cover the Kennedy inaugural events from their state and community viewpoints.

If there's more snow in D.C....

Washington's current weekly attraction—heavy snowstorms with subsequent early closing of government offices—has caused more than a little confusion among experts trying to meet FCC deadlines.

With the commission having received four partial holidays (the latest last Wednesday) the past four weeks because of snow, attorneys were unsure whether their clients had additional days, or just how many, to file replies, comments, etc. Noting that it has "received a large number of inquiries from local practicing attorneys concerning the computation of time for filing documents . . ." the commission publicly called the legal fraternity's attention to Section 1.18(b) of its rules.

The rule excludes, for the purpose of computing deadlines, Saturdays, Sundays, legal holidays and "a day on which the commission's office is closed prior to 5:00 p.m. in which event the period runs until the end of the next full day when the commission's office is open."

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Another round in court on Miami ch. 10

FCC SAYS DISQUALIFICATION OF NATIONAL IS 'SOLID'

The FCC's actions in the Miami ch. 10 *ex parte* case were defended last week by the commission itself, the Dept. of Justice and L. B. Wilson Inc.

Briefs were filed last week by the three litigants in the U. S. Court of Appeals in Washington.

They followed by two weeks written arguments opposing the FCC's proposals to revoke the 1957 grant of Miami's ch. 10 to National Airlines and to disqualify National and North Dade Video Inc., one of the original applicants, because of "off-the-record" approaches to FCC commissioners. These were filed by National Airlines and North Dade late in January (BROADCASTING, Jan. 30).

The commission's actions were contained in an order issued last July. At that time the FCC issued a construction permit for the Florida vhf channel to L. B. Wilson, the only one of the four original applicants it found free of the *ex parte* taint. A fourth applicant, WKAT Miami, was found also tarred with behind-the-scenes maneuvering, but has since dropped out.

Both National Airlines and North Dade attacked the FCC's decision on procedural grounds as well as on the basis for its findings.

All parties in the case are scheduled to file reply briefs by Feb. 16. Argument has been tentatively scheduled for March 6, it is understood.

The FCC told the court last week that its decision to revoke the National Airlines' grant and to disqualify it from further consideration was based on solid ground.

National Airlines, it said, "tacitly" accepted Thurman Whiteside's help in attempting to influence then Commissioner Richard A. Mack, even if it claims that it unsuccessfully tried to hire him.

The commission also said there never has been any question of the impropriety of approaching commissioners off the record in adjudicatory matters. This was in answer to a National Airlines comment that such practices were condoned at the FCC.

North Dade, the commission said, hired former FCC commissioner and former congressman Robert F. Jones to exert "extra-adjudicatory" pressures on the FCC through congressmen.

Miami Different from Boston ▪ The FCC made clear that it distinguishes between the Miami ch. 10 situation and that involving Boston ch. 5. In the latter the FCC revoked the grant to the *Boston Herald-Traveler* but did not disqualify it from being considered in a reassement of the original applicants.

The charge that the commission acted differently in the two cases had been made by North Dade and National Airlines.

In response, the FCC stated:

". . . Both Public Service [National Airlines] and North Dade, however, were found to have sought to influence the commission's decision, not only by use of approaches which are improper because of their private and *ex-parte* nature, but also by attempts to inject wholly improper considerations into the proceeding—in the one case, a commissioner's personal friendship for Whiteside; in the other, the prestige and influence of members of Congress. It was wholly reasonable for the commission to distinguish between such conduct and the attempts of those involved in the WHDH decision [Boston ch. 5] to seek a personal acquaintance with a commissioner not previously known to them, or to present a brief *ex parte* on a matter critical to pending legislation. . . ."

The FCC maintained that its authority to issue the ch. 10 facility to L. B. Wilson was sound and there was no question of its jurisdiction to do this. This was in answer to National Airlines' argument that the commission exceeded its authority in issuing the grant to L. B. Wilson. It also declared that it had found nothing improper in the relation of Sen. George A. Smathers (D-Fla.) and the fact that he was a co-executor of the estate of the late Mr. Wilson.

Justice on FCC's Side ▪ The Dept. of Justice strongly sided with the FCC's action in the Miami ch. 10 case. Written by former FCC staff lawyers (now with the Justice Dept.) Richard A. Solomon and Henry Geller, the government brief argued that the record shows that National Airlines and North Dade attempted to influence "the results" of the comparative hearing. Justice also found that the FCC "properly" disqualified both National Airlines and North Dade.

L. B. Wilson, the applicant which stands to become the Miami ch. 10 grantee, emphasized that the FCC's findings on National Airlines and North Dade were correct, and that the FCC properly made the grant to the remaining applicant when the others were disqualified. The Wilson brief disputed the standing of National Airlines or North Dade to question the award since these parties, it said, "have been injured

IN THE CONGRESSIONAL HOPPER

Here, in capsulated form, are bills introduced in Congress that are of interest to those in broadcasting and allied fields:

HR 3020. Rep. Emanuel Celler (D-N. Y.)—would prohibit pay tv.

S 529. Sen. John L. McClellan (D-Ark.)—would create a Joint Congressional Budget Committee that would study all budgetary matters, assist congressional appropriations committees in their deliberations, recommend legislation to promote governmental efficiency, and report on whether federal agencies are performing their missions in accordance with the wishes of Congress. (Sixty-six other senators, from both parties, co-sponsored the bill.)

HR 3250. Rep. Dominick V. Daniels (D-N.J.)—would create a Federal Advisory Council on the Arts, with members drawn from various major art fields, including radio and television, to help develop the cultural resources of the United States.

HR 3334. Rep. Thomas M. Pelly (R-Wash.)—would permit daytime-only broadcasting stations to operate at least from 6 a.m. to 6 p.m. Commerce Committee. Jan. 25.

HR 3450. Rep. John V. Lindsay (R-N.Y.)—would require disclosure of ex parte exchange between member of Congress and regulatory agency. Judiciary Committee. Jan. 26.

S 528. Sen. Alexander Wiley (R-Wis.)—would prohibit transmission of gambling information in interstate and foreign commerce. Judiciary Committee. Jan. 23.

S 683. Sen. Warren G. Magnuson (D-Wash.)—would eliminate the requirement of an oath or affirmation on certain FCC documents. Commerce Committee. Jan. 30.

S 684. Sen. Warren G. Magnuson (D-Wash.)—would require owners of abandoned radio towers to keep them painted and illuminated. Commerce Committee. Jan. 30.

SJ Res 39. Sen. William Proxmire (D-Wis.)—would create Commission on Ethics in Federal Government to implement and recommend improvements in Government's Code of Ethics, and investigate complaints of unethical conduct on the part of senators, representatives or officers and employes of federal agencies or Congress. Post Office and Civil Service Committee. Jan. 26.

In Providence, WJAR-TV's new one-two punch delivers a feature film knockout!

Adding to their Million Dollar film library, WJAR-TV announces the two biggest buys in feature films: NTA's "61 for 61" and Warner Brothers' "Post '50 Package" to be seen Mon. thru Fri. at 9 A.M., 1 P.M., 5 P.M. and Sat. and Sun. at 11:10 P.M. Some of the titles and stars: A STAR IS BORN • VIVA ZAPATA • ALL ABOUT EVE • THE HIGH AND THE MIGHTY • COME TO THE STABLE • REBEL WITHOUT A CAUSE • THE PRINCE AND THE SHOWGIRL • HONDO • COME FILL THE CUP • THE BIG LIFT • DOWN TO THE SEA IN SHIPS • PINKY • TWELVE O'CLOCK HIGH • THE BIG TREES • A LETTER TO THREE WIVES • YELLOW SKY • THE SEARCHERS • STRANGERS ON A TRAIN • SPRINGFIELD RIFLE LAND OF THE PHARAOHS • Marilyn Monroe • Anita Ekberg • Marlon Brando • Judy Garland • Montgomery Clift • Burt Lancaster • John Wayne • James Dean • Sal Mineo • Doris Day • Robert Stack • Bette Davis • James Stewart • Maria Schell • Kirk Douglas • Joan Crawford • Tab Hunter • Cary Grant • Lauren Bacall • Gregory Peck James Cagney • Spencer Tracy • James Mason • Glenn Ford • Peter Sellers • Gary Cooper • Natalie Wood

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by their own disqualification, not by the grant to Wilson."

The charges by National Airlines that Sen. Smathers interceded with Commissioner Mack in behalf of the Wilson application are "conceived in desperation and has no basis in fact," the Wilson brief stated.

Award of ch. 10 to L. B. Wilson was attacked by Elzey Roberts, former St. Louis broadcaster who has been urging the commission to open the case to new applicants. In his brief last week, Mr. Roberts contended that the FCC had no power to award the open channel to L. B. Wilson without giving Mr. Roberts a chance to make a case in open hearing.

ABA unit to discuss procedural proposal

A permanent National Conference on Administrative Procedure to be established by law and with top officers to be selected by the President will be considered by the House of Delegates of the American Bar Assn. at its meeting in Chicago, Feb. 20-21. The proposal is designed to improve the operation of federal administrative agencies such as the FCC, FTC, SEC, and some 70 other bodies in Washington that perform administrative and quasi-judicial functions.

The recommendation has been prepared by ABA's special committee on legal services and procedures headed by Smith W. Brookhart, Washington. Assisting him in preparing the draft legislation were Donald C. Beelar, Raoul Berger and Valentine B. Deale, all of Washington, and Robert M. Benjamin, New York.

The idea of an administrative conference was first proposed in 1959 by the ABA. President Eisenhower last year named E. Barrett Prettyman, chief judge of the District of Columbia Circuit Court, as chairman of an organizing committee. This group met and formulated proposals for the establishment of a conference. President Kennedy has asked Judge Prettyman to continue this work.

Harris can wait

Ratings survey being conducted for Legislative Oversight Subcommittee by committee of American Statistical Assn. has been delayed because of desire by Rep. Oren Harris (D-Ark.) that study be thorough.

Target for submission of report was two weeks, but ASA has been told to do complete job and not submit document stressing lack of time to cover field completely. ASA spokesman said last week report now is in "draft form and will be coming along pretty soon."

Pelly, Gross still have 'Spy' questions

CBS-TV, which touched off a lively controversy when it cancelled an *Armstrong Circle Theatre* production dealing with Soviet espionage in this country, didn't satisfy everyone on Capitol Hill when it rescheduled the show.

Rep. Thomas M. Pelly (R-Wash.), who said CBS told him that script changes were the basis for the decision to carry "The Spy Next Door," now wants to see these changes. He contends the network might be censoring itself to appease the Soviet Union.

And Rep. H. R. Gross (R-Iowa), who says he wasn't able to get any answers to his questions at CBS offices in Washington and New York, has asked the House Commerce and Un-American Activities Committees to investigate the reason for the show's original cancellation. He says he is convinced "pressure" had been put on CBS officials.

"The Spy Next Door" had been originally scheduled for Feb. 1. Its sudden cancellation gave rise to speculation that the action was taken to avoid embarrassing the new Kennedy Administration in its dealings with the Soviet Union.

The network, however, maintained it had acted on its own. In rescheduling the program, CBS said that top officials had cleared it after viewing the taped show (BROADCASTING, Feb. 6).

Rep. Pelly said that an exchange of correspondence with CBS officials had convinced him that outside pressure was not a factor in the show's cancellation.

CBS show raked on Capitol Hill

CBS has moved to counter a campaign against its *Harvest of Shame* tv documentary, which is being conducted among congressmen by the American Farm Bureau Federation. The AFBF claims a membership of more than 5 million farmers.

The AFBF reportedly has sent every member of Congress a 9-page letter detailing alleged errors in the controversial program, which dealt with the problems of the migratory farm workers. In response, CBS prepared a 16-page point-by-point answer. It then notified every senator and representative of its reply and said it was available on request. Thus far, some 100 members have asked for copies, according to the network.

Meanwhile, the embattled *Harvest* picked up an important friend last week in Sen. Harrison A. Williams, (D-N.J.), chairman of the Senate Subcommittee on Migratory Labor.

Speaking before the national Farm-Labor Conference in Cincinnati on Tuesday (Feb. 7), he said that the program had served a useful purpose in helping the American people "to realize that there are important problems in this area and that something should be done about them."

The FCC last week...

▪ Granted low-power tv stations on ch. 12 in Lamar, Colo., and ch. 3 in Gallup, N. M., to Televents Inc. of Dallas. Lamar station plans to operate with 389 w and Gallup with 933 w. Televents is equally owned by Bill Daniels, Winston L. Cox and Carl M. Williams who have catv interests in several states, including Farmington, N. M.

▪ Invited comments by March 13 in following rulemaking proposals in Nebraska: (1) by KHOL-TV Kearney to add ch. 8 to Albion and (2) by the Nebraska Council for Education Tv. to add chs. 4, 3 and 8 to Kearney, Basset, and Albion, respectively, for educational use and to reserve for etv present commercial assignments in Alliance (ch. 13) and North Platte (ch. 9). The new comments were invited as an addition to current rulemaking to add ch. 4 to Superior, also requested by ch. 13 KHOL-TV.

▪ Finalized rulemaking by deleting ch. 31 from Lancaster, S. C., replacing it with ch. 67; adding ch. 31 with educational reservation to Columbia, S. C., making ch. 19 (now educational) there available for commercial use. At the same time, the commission granted WNOK-TV Columbia permision to shift from ch. 67 to ch. 19. The changes are effective March 17.

▪ Was asked jointly by the Broadcast Bureau, WRMA Montgomery, Ala., and WAOK Atlanta, Ga., to adopt cease parties prohibiting acceptance of payola by WRMA and WAOK in the future. Both stations, under common ownership of Stan Raymond, Zenas Sears and Dorothy Lester, had admitted accepting payola in the past and agreed to the FCC show cause order (BROADCASTING, Dec. 19, 1960). The agreement spelled out that the stations had ceased the practice of accepting payola and did not concede that WRMA and WAOK had violated Sec. 317 (sponsorship identification) or any provision of the Communications Act.

alias time buyer

In some advertising agencies he is called Radio/TV Account Executive; in others, Time Buyer, Media Director, or All-Media Supervisor. In an advertiser company, he may be General Sales Manager, Advertising Manager, Sales Promotion Manager or have any number of similar titles.

Whatever their titles, Media/scope is written and edited for the people whose responsibility it is to channel advertising's billions of dollars into media. Media/scope's circulation concentrates exclusively on such people, in agencies and in advertiser companies.

To provide these people with specific information about your station . . . to reach them efficiently and effectively . . . advertise in

Coming in the March issue: "Check List for Media Plans" compiled by the editors of Media/scope—a comprehensive list of factors a media planner encounters in making decisions.

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NAB adds teeth to ethical standards

BOARD ELECTS McCOLLOUGH CHAIRMAN; AD THREATS REVIEWED

NAB moved last week to tighten the voluntary controls governing program and commercial standards of both radio and tv stations. The association's Board of Directors, meeting at Palm Springs, Calif., adopted amendments to the two ethical codes.

The Radio Board amended its radio code to establish maximum limits on advertising time for announcement and participation programs (story page 64). The action came over objection of several smaller station directors and followed several hours of lively discussion. New standards are effective May 1.

The Tv Board was told by E. K. (Joe) Hartenbower, KCMO-TV Kansas City, tv code chairman, that monitoring activity will be stepped up from 90,000 program hours this fiscal year to 150,000 in 1961-62. He reported the code board plans to tighten the definition of billboarding for commercial programs and said it will broaden code language to include the overall field of programming conflicts in lieu of the "restrictive implications of crime, violence and sex."

Throughout the three-day sessions, which included status reports on legislation and regulation, discussion centered around means of best coping with the new threat of invasion by the government authorities into the area of program controls and possible restrictions on advertising.

Big Budget ▪ Combined radio-tv budgets for the association covering the fiscal year starting April 1 and including funds for the two codes, total approximately $1,535,000 and were approved by the radio and tv boards. These totals, almost identical with those for the current fiscal year, do not include general administrative funds not ascribable to either division, which were to be voted by the combined board at Friday's closing session.

The 1961-62 budgets break down as follows: Radio, general, $650,000; code, $60,000; tv, general, $550,000; code, $275,000.

LeRoy Collins, who assumed office last month as the NAB's new president, proposed creation of an advisory committee of not less than three directors and of a chairman of the board (his predecessor, the late Harold E. Fellows, served as both chairman and president).

Scheduled for action at Friday's closing session was the election of Clair R. McCollough, president of the Steinman Stations, Lancaster, Pa., as the new chairman of the combined boards. He would serve as head of the advisory committee with the chairmen of the radio and tv boards, with Thomas C. Bostic, Cascade Broadcasting Co., and W. D. (Dub) Rogers, KDUB-TV Lubbock, Tex., respectively, as the other regular members of the advisory committee. Additional members, selected from among the board memberships, could be designated from time to time.

A move to reduce the size of the Radio Board to more manageable proportion was to be made at Friday's session. The combined board now totals 43, of whom 29 are Radio Board members and 14 tv board members. A proposal to reduce the size of the Radio Board perhaps to that of the tv board has been considered for a total of 28 members, but it was thought the transition might not be invoked promptly and possibly would have to await action of the forthcoming NAB convention in May.

For Sec. 315 Repeal ▪ The Radio Board adopted a resolution urging full repeal of Sec. 315, the equal-time political provision of the Communications Act. Action came after a motion had been made to support the Magnuson bill (S 204) to make permanent the 1960 suspension of Sec. 315 as it applies to presidential and vice-presidential candidates. This was voted down.

A proposal to resolve against double billing abuses in cooperative advertising was rejected, although the practice was deplored.

Both the Radio and Tv Boards unanimously adopted a resolution calling for a reappraisal of Conelrad in light of technological developments during the last decade, particularly in the missile field. The resolution "earnestly suggests that the federal government initiate a reappraisal of the requirement and usefulness, both present and future, of the Conelrad system in order to provide guidance to the industry as to its future needs."

Former NAB President Justin Miller, now living in retirement in California, was present at all of the board sessions for the first time in several years. He was the unanimous choice for the NAB's Distinguished Service Award this year and will make the keynote address at the May convention in Washington (see story page 62; editorial page 98). Judge Miller, now 73, frequently was asked by the boards to give his views on current legal and legislative affairs.

All Time High ▪ The Tv Board was told that membership, at 362 stations, plus all three networks, is at its highest point. A proposal for appointment of a membership chairman in each of the 50 states is under consideration.

A recommendation of the Tv Code Board for appointment of Lawrence H. (Bud) Rogers, vice president of Taft Broadcasting Co., Cincinnati, as a code board member, to succeed Gaines Kelley, WFMY-TV Greensboro, N. C., was approved. Mr. Kelley asked to be relieved from code board duties because of a heart condition. He suffered a heart attack last August but returned to work Feb. 1 on a half-day basis. The Tv Board adopted a resolution praising his code service and his work as chairman of the code group's personal products subcommittee. Mrs. A. Scott Bullitt, KING-TV Seattle, and Joe Herold, KBTV (TV) Denver, were reappointed to the Tv Code Board for two-year terms. Mr. Hartenbower will continue as board chairman for another year, his third.

Lou Hausman, director of the Television Information Office, reported that since TIO's formation in October 1959, revenue has increased to more than $500,000. Station members total 150, plus three networks. Membership was approved for three stations of the Capital Cities group (WTEN-TV Albany; WPRO-TV Providence R. I.; WTVD (TV) Durham-Raleigh N. C.);

Tv makes it easy

Television advertising can provide a "bonus" for a company seeking to expand its list of distributorships. The Weimer Packing Co., Wheeling, W. Va., which has been advertising regularly over WTRF-TV Charleston, W. Va., recently decided to add distributors of its meat products in the Harrisville-Ellensboro-Pennsboro area, 60 miles from Wheeling. Weimer salesmen visited 42 pre-selected grocers in this area as potential Weimer dealers—and found their selling job was not demanding. On their first call, 38 grocers signed up. A typical comment was: "Oh, yes, I watch your programs over WTRF-TV every week. I'm fahappy to be a Weimer dealer." The advertising in that area, placed through Gutman Adv., Wheeling, is exclusively on WTRF-TV.

To add "atmosphere" to the sales pitch . . .
RCA Special Effects!

French chef sprite is electronically . . .

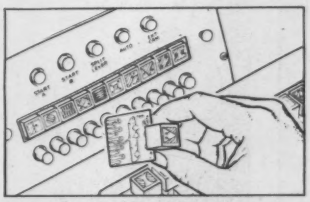
fitted into a backyard scene

Products of your local sponsors can be given that "distinctive" appeal with intriguing traveling matte effects. Using RCA Special Effects equipment, exciting slide or film backdrops can easily be inserted into commercials. You can place an animated figure into a moving background or add "atmosphere" details that give results, very simply. The system will accept signals from several sources to produce a variety of effects.

In addition to traveling matte backgrounds, RCA can provide modules for 154 special effects, including wipes, split screens, block, wedge, circular and multiple frequency patterns. Any ten effects may be preselected—simply plug ten modules into the control panel. You get the right effect to add that extra sell to your programs and commercials every time!

Your RCA Special Effects will sell itself to advertisers and give your station a competitive edge. See your RCA Representative. Or write to RCA, Broadcast and Television Equipment, Dept. RB-22, Building 15-1, Camden, N. J. for descriptive booklet. In Canada: RCA VICTOR Company Limited, Montreal.

RCA Broadcast and Television Equipment • Camden, N. J.



RCA Special Effects Panel

RCA®

The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA

WTVJ (TV) Miami; WOAI-TV San Antonio; KDAL-TV Duluth, Minn., and KPAC-TV Port Arthur-Beaumont, Tex.

Eugene S. Thomas, KETV (TV) Omaha, chairman of the NAB's Community Antenna Committee, reported on the status of catv and warned that catv could become one approach to the spread of pay television. With an estimated 1 million catv homes, he said that if this total should climb to from 3 to 5 million "this would be an attractive base for those desiring to promote pay television."

Catv Import ▪ Mr. Thomas also said his committee was studying the impact of catv systems on licensed television stations in single station and two station markets. "We seek relief for television stations now suffering from community antenna operation through law suits now pending or through congressional action," he reported.

The tv board concluded that observance of National Television Week, suspended last year, was no longer useful. This action, however, has no bearing on observance of National Radio Month in May.

Judge Miller and Raymond Guy to get NAB honors

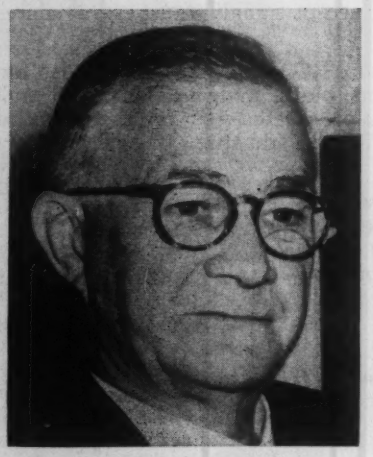
Judge Justin Miller was named last week to receive the NAB's 1961 Distinguished Service Award, highest tribute paid by the association. Judge Miller served as NAB president from Oct. 1, 1945 to June 4, 1951, was board chairman and general counsel until 1954 and then was retained as a consultant.

NAB's highest technical tribute goes to Raymond F. Guy, NBC retired senior staff engineer. He will be presented the 1961 Engineering Achievement Award for his service to his profession, the industry and the nation.

Both presentations will be made during the annual NAB convention May 7-10 in Washington. Judge Miller will receive his award Monday, May 8. Mr. Guy will receive his award May 10.

Judge Miller was selected for the 1961 honor by the NAB Convention Committee, headed by Merrill Lindsay, WSOY Decatur, Ill., and Dwight W. Martin, WAFB-TV Baton Rouge, La., co-chairmen. He was nominated for the honor by Odin S. Ramsland, KDAL Duluth, Minn., committee member.

The Distinguished Service Award, instituted in 1953, is presented to an individual "who has made a significant and lasting contribution to the American system of broadcasting by virtue of singular achievement or continuing service for or in behalf of the industry. . . ."



Judge Miller

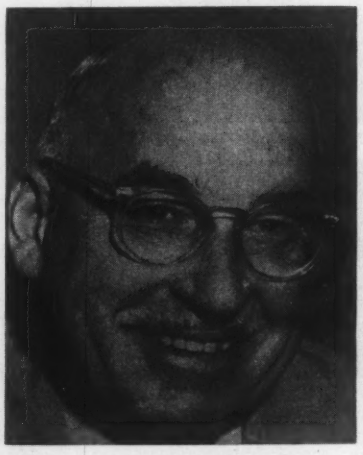
A native of California, Judge Miller practiced law in the state and became dean of the Schools of Law, U. of Southern California and later Duke U. He has served as professor of law at six other universities. In 1934 he was named special assistant to the U. S. Attorney General, served a one-year term as a member of the U. S. Tax Court and became an associate justice of the U. S. Court of Appeals, D. C., where he heard many broadcast cases. He was elected to the NAB presidency in the summer of 1945, entering the office Oct. 1, 1945. He has filled several international assignments, including participation in the 1945 broadcast inspection of European facilities, and the U. S. Advisory Commission on Information. He mobilized broadcast resources into the Broadcast Advisory Council during the Korean war. In 1951 he toured Latin America for the State Dept. and the advisory commission. He was chairman of the American Bar Assn. Section on Criminal Law for a decade, is a member of the American Law Institute and American Judicature Society, a former member of the ABA House of Delegates and the board of directors of the National Legal Aid Assn.

Past recipients of the NAB honor have been Brig. Gen. David Sarnoff, RCA; William S. Paley, CBS; Mark Ethridge, WHAS-*Louisville Courier-Journal;* Robert E. Kintner, then ABC; ex-President Herbert Hoover; Dr. Frank Stanton, CBS; Robert W. Sarnoff, NBC, and Clair R. McCollough, Steinman Stations.

Mr. Guy is credited with the longest continuous service as fulltime broadcast engineer in the profession. He was named by an Engineering Conference subcommittee including Virgil Duncan, WRAL-TV Raleigh, N. C., conference committee chairman, and A. Prose Walker, subcommittee chairman.

Now a consultant in Haworth, N. J., Mr. Guy served RCA and NBC nearly 40 years, entering broadcasting in New York in 1921 as engineering-announcer for the old WJZ. He has participated in most of the major international electronic conferences as well as dozens of important industry committees. He directed NBC's fm field tests in 1939-40 and uhf tv tests at Bridgeport, Conn., 1951-53 and has been active in allocations of frequencies.

Other activities include a worldwide tour to evaluate Voice of America operations and both treasurer and president of Instiute of Radio Engineers. He is secretary and a past president of Broadcast Pioneers and president of Veterans Wireless Operators Assn. He is a fellow of the IRE, American Instiute of Electrical Engineers and Radio Club of America. He holds citations for service to broadcasting from the Radio & Television Executives Society and Broadcast Pioneers and holds the Marconi Gold Medal of the Wireless Operators Assn.



Mr. Guy

Rheingold chooses WLIB

AND NAT'S SPEAKING FOR RHEINGOLD ON WLIB

WLIB was chosen by Rheingold to carry "The King's" message every morning on his own 15 minute show. It was chosen because Rheingold (a consistent advertiser on the station for years) KNOWS WLIB—KNOWS what it can do—KNOWS it embraces the entire Negro Community in Greater New York.

If you want to reach this great Negro Community it makes sense to re-examine your schedule and LIB IT UP.

WLIB – EMBRACES THE ENTIRE NEGRO MARKET IN GREATER NEW YORK

NEW RADIO CODE COMMERCIAL LIMITS

Participation programs to be restricted on commercial time

Commercial time in multi-sponsor participation radio programs will be limited for the first time by the NAB Radio Code starting May 1; the code will specify maximum advertising time to be allowed in such programs.

Commercial time must not exceed 18 minutes in any single hour of announcement and/or multi-sponsor programs, under a Radio Code Board recommendation adopted Feb. 8 by the NAB Radio Board of Directors at its Palm Springs, Calif., meeting.

The code group adopted a recommended limit on participation programs at its Jan. 13 meeting in Washington (BROADCASTING, Jan. 16). Cliff Gill, KEZY Anaheim, Calif., chairman of the code group, presented the recommendations to the radio directors. In the past radio time standards have applied only to programs under single sponsorship.

Here is the new code language:

"The maximum time to be used for advertising in announcement and/or multiple sponsorship programs shall not exceed an average of 14 minutes an hour, computed on a weekly basis; provided, however, that in no event shall the maximum exceed 18 minutes in any single hour or 5 minutes in any 15-minute segment. For the purpose of determining advertising limitations, such program types as 'classified,' 'swap shop,' 'shopping guide,' and farm auction programs shall be considered as containing 1½ minutes of advertising for each 5-minute segment."

On recommendation of President LeRoy Collins the Radio Board reappointed Mr. Gill chairman of the Radio Code Board for another year. Reappointed to two-year code terms were Richard O. Dunning, KHQ Spokane, Wash.; Elmo Ellis, WSB Atlanta; Herbert L. Krueger, WTAG Worcester, Mass.; Robert L. Pratt, KGGF Coffeyville, Kan. All are effective May 10 after the NAB convention.

The Radio Board, of which Thomas C. Bostic, Cascade Broadcasting Co., Yakima, Wash., is chairman, was told NAB radio membership has reached an alltime high of 2,261 stations and all four networks. Joseph M. Higgins, WTHI Terre Haute, Ind., co-chairman of the membership committee, submitted the report along with Everett E. Revercomb, NAB secretary-treasurer, and Howard H. Bell, industry affairs vice president.

John F. Meagher, NAB radio vice president, told the board 1,153 stations are paid subscribers to the code. Of these, 102 are not members of NAB.

The radio directors resolved the government should reappraise the Conelrad warning system in the light of weapons development. They heard reports from Vincent T. Wasilewski, government affairs vice president, and Douglas A. Anello, chief counsel, on legislative matters.

Plans for National Radio Month in May were presented by John M. Couric, public relations manager, who said new promotion aids include bumper strips and postage meter slugs as well as spot announcements, jingles, a speech text and artwork for printed material. Theme of Radio Month will be "Radio . . . the Best Sound Around."

Attending the radio board meeting as policy committee members were Clair R. McCollough, Steinman Stations, chairman, and G. Richard Shafto, WIS Columbia, S. C. The third member, Merrill Lindsay, WSOY Decatur, Ill., is radio board vice chairman.

Outstanding Values in Broadcast Properties

Good one kw full-time property in a top southern market with consistently high ratings. Programs the "top 100." $35,000 down, with liberal terms. An exclusive listing!	SOUTH $150,000
This is a powerful 5 kw daytime facility in a major market. Station needs aggressive management. Down payment of 29% with liberal terms. A Blackburn exclusive!	MIDWEST $300,000
Good 250 watt full-time station that is new in its area. The market is an agricultural trading center. Cash only. Another Blackburn exclusive!	CALIFORNIA $60,000

BLACKBURN *& Company, Inc.*

RADIO • TV • NEWSPAPER BROKERS

NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.	MIDWEST	ATLANTA	WEST COAST
James W. Blackburn Jack V. Harvey Joseph M. Sitrick Washington Building STerling 3-4341	H. W. Cassill William B. Ryan 333 N. Michigan Ave. Chicago, Illinois Financial 6-6460	Clifford B. Marshall Stanley Whitaker Robert M. Baird Healey Building JAckson 5-1576	Colin M. Selph Calif. Bank Bldg. 9441 Wilshire Blvd. Beverly Hills, Calif. CRestview 4-2770

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week, subject to FCC approval:*

▪ WROC-TV Rochester, N. Y.: Sold by Transcontinent Television Corp. to WVET-AM-TV Rochester, N. Y., for $6.5 million. In concurrent transaction, WHEC-AM-TV Rochester, N. Y., will buy out WVET-TV's interest in ch. 10, which both have shared since 1953, for $3.8 million (CLOSED CIRCUIT, Jan. 30). Both WVET-TV and WHEC-TV would share ownership of Pinnacle Hill transmitter and tower property, now owned by ch. 5 WROC-TV and from which both WVET-TV and WHEC-TV lease antenna space. WVET-TV would also take over present WROC-TV studio and office space in downtown Rochester. Transcontinent bought the Rochester ch. 5 facility from Stromberg-Carlson in 1956, paying $5.1 million in the transaction which also included WHAM and WHFM (FM). WHAM was sold off. The present deal does not include WROC-FM. The ch. 5 upstate New York tv station began in 1949. WROC-TV's primary affiliation is NBC; WVET-TV and WHEC-TV, CBS with ABC secondary. Sale of its Rochester property leaves Transcontinent with WGR-AM-FM-TV Buffalo, N. Y.; KFMB-AM-FM-TV San Diego, and KERO-TV Bakersfield, Calif.; WDAF-AM-TV Kansas City, Mo.; and WNEP-TV

Scranton Wilkes-Barre, Pa. The transaction was handled by Howard E. Stark and Vincent J. Manno.

▪ WSAZ-AM-TV Huntington, W. Va.: Sold by Huntington Publishing Co. to WJR Detroit for $6 million (BROADCASTING, Feb. 6). Transaction was handled by Howard E. Stark and Vincent J. Manno (corrected item).

▪ KRIG Odessa, Tex.: Sold by Milton R. Underwood and associates to Bayard Auchinclauss of Oklahoma City, Okla., for $130,000. Mr. Auchinclauss owns KWCO Chickasha, Okla. KRIG is 1 kw on 1410 kc. Broker was Patt McDonald Co.

▪ KWNO Winona, Minn.: 60% sold by M. H. White to H. R. Hurd and Edward M. Allen for $120,000. Messrs. Hurd and Allen each now owns 20%. Station is 1 kw day, 250 w night on 1230 kc.

▪ WPKE Pikeville, Ky.: Sold by Frank Hatcher to J. Earl McBrayer and William M. Whittaker and William Pierce for $42,000. Messrs. McBrayer and Whittaker own WMOR Morehead, Ky. WPKE is 250 w on 1240 kc.

▪ WKDL Clarksdale, Miss.: Sold by William T. Salmon and associates to Robert J. McIntosh and Dr. W. Foster Montgomery for $30,000 plus assumption of liabilities. Mr. McIntosh was at one time station manager of WWJ Detroit. He will become manager of the station. WKDL is 1 kw daytime, on 1600 kc. Broker was Paul H. Chapman Co.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, page 82).

▪ KTHT Houston, Tex.: Sold by Texas Radio Corp. to Winston-Salem Broadcasting Co. (James W. Coan, president) for $1.5 million. Winston-Salem Broadcasting owns WTOB-AM-TV Winston-Salem, N. C.; WSGN and 50% of WBMG (TV) Birmingham, Ala., and 80% of WAPA-TV San Juan, P. R.

▪ WWPA Williamsport, Pa.: Sold by Harry J. Kiessling and associates to Summit Enterprises Inc. (Woodrow W. Ott, president) for $207,000 less deductions.

▪ KGIN-TV Grand Island, Neb.: Construction permit sold by Electron Corp. (division of Ling Altec Electronics) to Cornhusker Television Corp. for $2,500 for out-of-pocket expenses. Cornhusker, owned by John E. Fetzer owns WKZO-AM-TV Kalamazoo, WWTV (TV) Cadillac and WJEF-AM-FM Grand Rapids, all Michigan, and KOLN-TV Lincoln, Neb.

NAB reception for government leaders

Broadcasters will have an industry-wide get-acquainted session with government leaders during the annual NAB convention, to be held May 7-10 in Washington.

The format for the convention and plans for a government reception were adopted at a Feb. 7 meeting of the NAB Convention Committee at Palm Springs, Calif., just prior to the winter board meeting (other NAB stories pages 60, 62, 64).

The government reception will be held Tuesday evening, May 9, in the Sheraton-Park Hotel. It will be followed by the Broadcast Pioneers dinner.

Basic plans call for observance of Fm Day Sunday, May 7. FM Broadcasters Assn. will meet all day May 6 and the morning of May 7. NAB will program the afternoon that day with fm speakers and panels. The annual equipment exhibition will open at noon Sunday and Tuesday afternoon will have no program, permitting inspection of exhibits.

Monday morning will open with a general session at which Judge Justin Miller will receive the 1961 Distinguished Achievement Award (story page 62). Engineering Conference delegates will participate. Monday afternoon will be devoted to joint sessions of radio-tv management delegates. Separate radio and tv meetings will be held Tuesday morning.

Wednesday ▪ A general session including engineers is planned Wednesday morning, probably based on the annual discussion with members of the FCC and staff executives. Wednesday afternoon will include separate meetings of radio and tv delegates. The annual banquet will be held Wednesday.

Luncheon plans weren't announced. Normally they include addresses by the NAB president and the FCC chairman.

Engineers will meet separately except for the opening general session and the Wednesday morning program.

Members of the Convention Committee are Merrill Lindsay, WSOY Decatur, Ill., and Dwight W. Martin, WAFB-TV Baton Rouge, La., co-chairmen; Campbell Arnoux, WTAR-TV Norfolk, Va.; Thomas C. Bostic, Cascade Broadcasting Co., Yakima, Wash.; Henry B. Clay, KTHV(TV) Little Rock, Ark.; Robert T. Mason, WMRN Marion, Ohio; C. Wrede Petersmeyer, Corinthian Broadcasting Co.; Odin S. Ramsland, KDAL Duluth, Minn.; W. D. Rogers, KDUB-TV Lubbock, Tex.; Jack S. Younts, WEEB Southern Pines, N. C. All are board members. Mr. Mason was excused from attendance.

STATIONS FOR SALE

EAST—$150,000.00

NEW YORK STATE—250 WATT FULLTIMER

This is the oldest station in the market in an under-radioed area. Under absentee ownership is grossing in excess of $90,000.00. Asset values approximately $120,000.00. To the right party will sell with 29% down and the balance out over a reasonable length of time.

WASHINGTON D. C.
1737 DE SALES STREET, N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

SOUTH—$300,000.00

SOUTHERN MARKET—AREA OF OVER 1,000,000

This station grosses over $10,000.00 a month, 1,000 watts, best local frequency. Priced at $300,000.00 with excellent terms.

DALLAS
1511 BRYAN STREET
RIVERSIDE 8-1175
DEWITT 'JUDGE' LANDIS
JOE A. OSWALD

MIDWEST—$85,000.00

Midwest daytimer in rich farm community. Perfect station for owner-operator. Priced at $85,000.00 with 29% down payment. Station is grossing approximately $6,000.00 a month and is profitable.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

WEST COAST

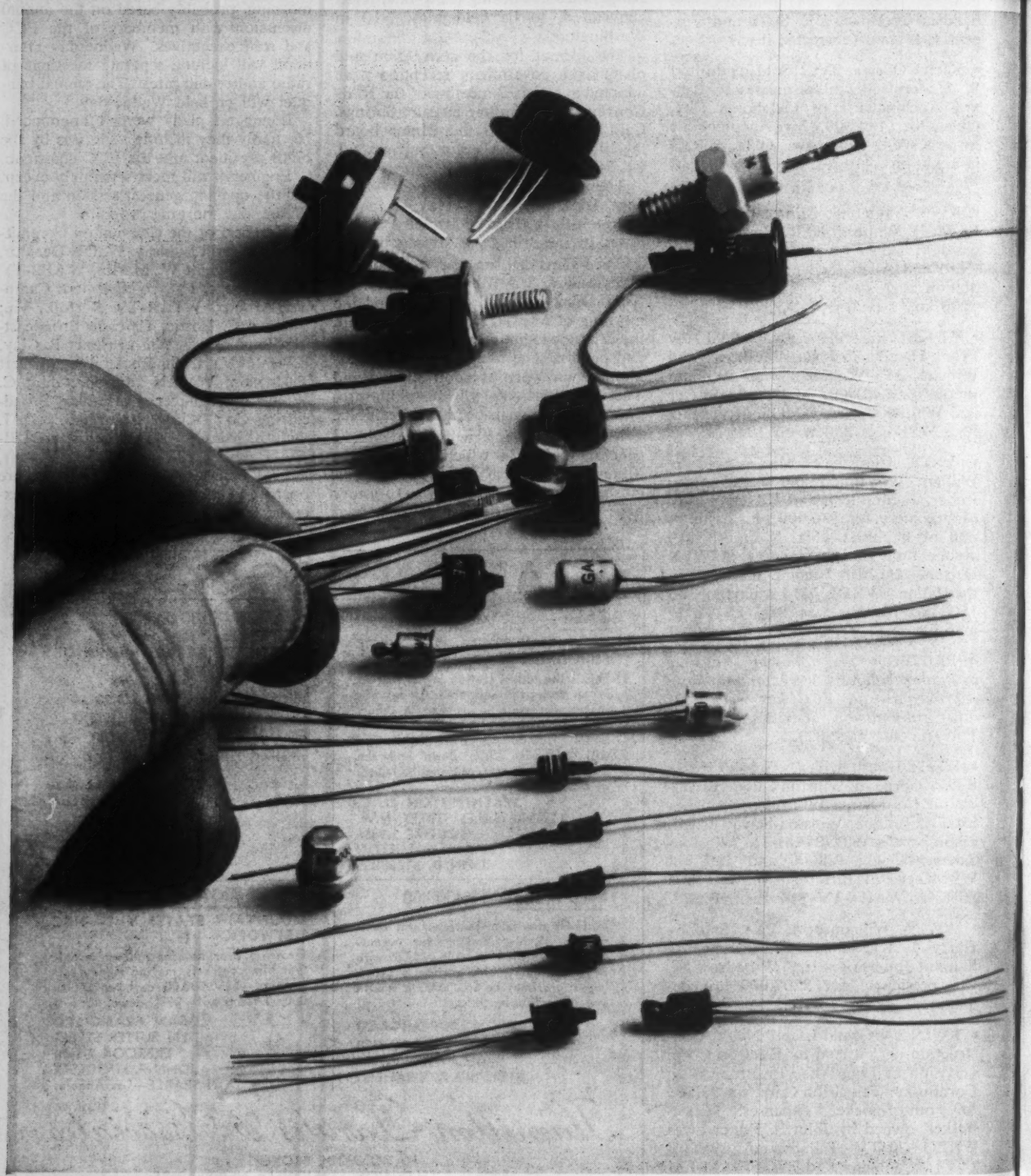
MOUNTAIN STATES VHF—NBC NETWORK

Grossing over quarter million, excellent film contracts, making money and growing—$350,000.00 cash or $400,000.00 terms with 29% down.

SAN FRANCISCO
111 SUTTER STREET
EXBROOK 2-5671
JOHN F. HARDESTY
DON SEARLE—Los Angeles

Hamilton-Landis & Associates INC
NATIONWIDE BROKERS
RADIO & TELEVISION STATIONS • NEWSPAPERS
NEGOTIATIONS • APPRAISALS • FINANCING

WESTERN ELECTRIC AND



MOSTLY MINIATURE are the electron devices produced by Western Electric's plant in Laureldale, Pennsylvania, for defense and space applications by the United States Government. Shown above are just a few of the transistors and diodes which are representative of more than 150 types of electronic products turned out at Laureldale by the millions every year.

LAURELDALE, PA.

Snugly situated on Marion and Vine Streets . . . against the wooded hills on the fringe of a charming Pennsylvania Dutch community . . . Western Electric's Laureldale Plant turns out millions of reliable transistors and other vital electronic products, principally for the U. S. Army.

The Western Electric Laureldale Plant is the nation's only manufacturing plant to be set up specifically at the request of the United States Government to devote facilities to high-quality semiconductor devices for national defense, space programs and other government uses.

This action taken in 1952 stemmed directly from these facts: the transistor was invented by Bell Telephone Laboratories, Western Electric's research teammate in the Bell System; and Western Electric pioneered the manufacture of transistors.

Today, the Laureldale Plant—with 2600 people on a $16 million payroll in 1960—produces annually more than $30 million worth of high-reliability transistors, diodes, and magnetrons. Berks County benefits from Western Electric purchases of more than $2 million in goods and services in the county each year.

Western Electric is proud to be a good neighbor in Reading and Berks County, Pennsylvania. And we look forward to a bright future in Laureldale as we expand operations to meet the mounting demand for our "mighty miniatures" and magnetrons.

Besides Laureldale, Western Electric has 12 other principal manufacturing locations, where we make hundreds of different telephone products for the Bell System, and, in addition to these, a variety of products for the Government, mainly for defense. Last year we purchased over a billion dollars' worth of raw materials, products and services from our more than 35,000 suppliers located in every state of the Union. Of these, 90% are "small businesses." The things we make and buy are distributed to the Bell telephone companies through Western Electric distribution centers located in 33 cities.

Western Electric

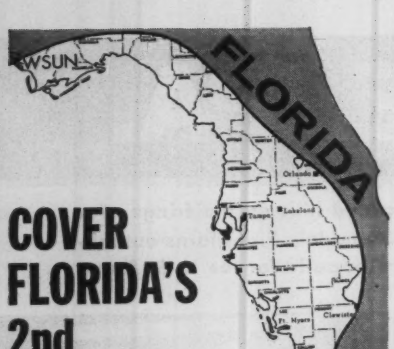
MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

INSPECTING a magnetron piece part produced in quantity for the Laureldale Plant by the Schuler Machine Corp. in nearby Reading, Pa., are John H. Peisert (right), of Western Electric's Laureldale purchasing group, and SMC's president, John Schuler.

PRAISE FROM PRESIDENT of the Greater Berks Development Fund, Sidney D. Kline: "Western Electric is supplying excellent industrial job opportunities here, and its employees have outstanding records of social and civic contributions to our area."

W.E. SCHOLARSHIP STUDENT, William W. Stewart, is greeted on campus by Albright College (Reading, Pa.) President, Dr. Harry V. Masters. In 1960 alone, Western Electric granted 167 individual scholarships to 118 colleges and universities throughout the country.

INSTRUCTING THE INSTRUCTORS in First Aid techniques at Laureldale Plant is Thomas J. Hlatky, demonstrating rescue breathing to fellow W.E. employees, who contribute time teaching Berks residents.



COVER FLORIDA'S 2nd LARGEST MARKET* and 29 Counties with 1 Station!

Tampa-St. Petersburg is Florida's second largest market, with a metro population of 772,453*! But that's not all! WSUN is the only station on Florida's West coast covering the entire 29 county area with 1,420,007* residents.

ADD TO THIS WSUN's GREAT ADULT AUDIENCE (97.2%)** . . . the greatest percentage of adult listeners. This means ADULT BUYERS throughout the entire 24 hour broadcast day!

REACH ALL OF FLORIDA'S 2nd LARGEST MARKET ON THE ADULT STATION!

*1960 Census **Pulse 6/60

WSUN 620 KC
TAMPA-ST. PETERSBURG
Natl. Rep: VENARD, RINTOUL & McCONNELL
S.E. Rep: JAMES S. AYERS

CBS sales up but net income shows decline

CBS Inc. announced last week that 1960 net sales were the highest in the company's 33-year history but net income declined by more than $2 million from $25,267,187 in 1959 to $23,235,074 in 1960.

The results for the year followed the pattern for quarterly figures, with sales rising and profits declining, as compared with 1959. In the third quarter report, CBS attributed the dip in profits to a rise in administrative, sales and general expenses. It noted last week that net income for 1960 was the third highest in CBS history, exceeded only by 1958 and 1959.

Consolidated net sales for 1960 were reported at $464,598,318, as compared with $444,311,357 in 1959. Per share earnings were $2.77, as against $3.02 (adjusted for stock dividends) in 1959. Cash dividends of $1.40 per share were paid in 1960, compared with $1.25 in 1959.

The CBS board of directors declared a first quarter cash dividend of 35 cents per share on its common stock, payable March 10, 1961, to stockholders of record at the close of business on Feb. 24.

Rollins stock to be on American Stock Exchange

Rollins Broadcasting Inc. announced Feb. 2 that it had been notified that Rollins stock had been approved for listing on the American Stock Exchange. The board of governors of the exchange, the company said, approved the listing of 185,000 shares of common stock at $1 par value and 815,000 unissued shares for a total of one million shares of stock.

A company official said it is anticipated that the 185,000 issued shares will be admitted to listings and to dealings at 11 a.m. on Feb. 14, subject to clearance by the Securities & Exchange Commission. Rollins owns and operates seven radio stations (WBEE Chicago, WGEE Indianapolis, WRAP Norfolk, WAMS Wilmington and WNJR Newark) and three tv stations, (WCHS-TV Charleston, W. Va.; WEAR-TV Pensacola, Fla. and WPTZ [TV] Plattsburgh, N. Y.), and has an application pending before the FCC for ch. 12 in Wilmington, Del.

Governor to tape news

News conferences held by Gov. Farris Bryant of Florida will be put on video tape for later showing on the state's educational tv network, the governor's office announced last week. The plan is experimental. Etv stations are located in Tampa-St. Petersburg, Tallahassee, Gainesville-Jacksonville and Miami. The tape is not to be edited by the governor's office, according to John Evans, press aide.

Radio-tv helps to bring pro franchise to San Diego

Triggered by united efforts of its radio and television facilities—each with an individual sprinkle of its own—San Diego has inherited a professional football franchise.

The Los Angeles Chargers, champions of the Western Division of the new American Football League, will be doing business in San Diego this year thanks to a last minute broadcasting effort that climaxed an all-media drive with success.

Specifically reporting their efforts to BROADCASTING were:

- KFMB-AM-TV which helped to ignite the first spark on its two-hour *Call Knoepp* public opinion show and then followed with a heavy saturation of spots urging local citizens to pledge their support to bring the Chargers to San Diego. Newspapers joined in and as did the San Diego Radio Council (composed of all seven of the city's radio stations) pledged its support.
- KFSD-TV, helped to turn the tide in an "11th hour" drive, by staging a Charger Telethon which catapulted season ticket pledges from 5,000 to 23,000 —far in excess of the 9,000 needed. It took just three hours to pull it off (from 10 p.m. to 1 a.m.) with KFSD-TV's personalities, beauty queens, and local civic and sports leaders combining their talents.

The quick and overwhelming response convinced Charger owner Barron Hilton that San Diego was the place to go.

Pelican Group formed

Formation of the "Pelican Group" of stations in Louisiana with Art Reuben as director of regional and national sales was announced last week by T. B. Lanford, owner of the stations involved. They include KPLC-AM-TV Lake Charles, KALB Alexandria and KRMD Shreveport. Mr. Reuben has been commercial and assistant manager of KPLC-TV since it went on the air in 1954.

CBS, IBEW continue talks

CBS and International Brotherhood of Electrical Workers continued negotiations last week looking toward a new three-year contract covering 1,100 workers. The contract expired Feb. 1. ABC and NBC reached an agreement Feb. 1 with National Assn. of Broadcast Employes & Technicians for a new three-year contract (BROADCASTING, Feb. 6).

NAB announces dates for Harvard seminar

NAB will hold its third annual executive development seminar for broadcasters July 9-21 at the Harvard Graduate Business School.

The seminar is designed to develop skills used in the analysis and solution of management problems, using the case method of instruction. The study course will be supervised by James Hulbert, NAB manager of broadcast personnel and economics. He said broadcasters who have taken part in past seminars "have found it a rewarding two weeks." Eligible to attend are station and network ownership and management personnel in the positions of president, executive vice president, general or station manager, or the equivalent.

Applications will be received up to March 31 by Mr. Hulbert. Those enrolled will pay a $575 fee covering tuition, teaching materials, and room and board on the campus. Subject matter includes analysis of executive positions; formulation and execution of competitive strategy; organization and delegation of work; planning, budgeting and controlling costs; management of human resources; review and appraisal of management performance.

Dr. J. Sterling Livingston, of the Harvard faculty, is academic director of the seminar. William P. Gormbley Jr., assistant dean in charge of the advanced management program, is administrative director.

CBS-TV plans spring meeting

CBS-TV executives and network affiliates have scheduled their annual conference for May 4 and 5 at the Waldorf-Astoria Hotel, New York, James T. Aubrey Jr., network president, announced last week. Program developments and plans, sales, CBS-TV's competitive position, program practices and pending legislation are on the agenda.

Speakers probably will include Mr. Aubrey, Oscar Katz, program vice president; William H. Hylan, sales administration vice president; Richard S. Salant, newly-elected president of the CBS News Div., and Richard Borel of WBNS-TV Columbus, Ohio, chairman, CBS-TV Affiliates Assn.

Ford Foundation etv grants

The Ford Foundation announced last week the awarding of grants totaling close to $300,000 to 10 universities, colleges, educational boards and councils for the purpose of advancing educational tv. Largest grant was one of $72,100 to U. of Miami to enable four teachers to prepare and present courses for credit over closed-circuit tv. Other grants varying in amounts from $4,775 to $59,250 were given to three Texas schools, San Antonio College, Southwest Texas State College and St. Mary's U.; also to Queens College, N. Y.; Salem College, W. Va.; U. of Toronto; U. of Vermont; Southern Regional Education Board and Southwest Texas Educational Tv Council.

RAB success story index goes to member stations

Radio Advertising Bureau has released an index containing more than 200 sales success stories in radio.

The aim is to provide local radio salesmen and advertisers with tangible proof of the medium's ability to sell goods and services. Gleaned from RAB's weekly newsletter to its stations, the index covers local radio activity in 1960 in more than 30 categories, including supermarkets, appliance dealers, department stores and shopping centers.

The sales tool also indexes promotion ideas, radio copy lines and important research facts with titles of the various stories cross-indexed by date and issue number for ready reference. The guide will be a regular part of the RAB service issued to members every six months.

Collins sets CSBAP talk

LeRoy Collins, NAB president, will address the sixth annual NAB Conference of State Broadcaster Association Presidents, to meet Feb. 22-23 in Washington. Howard H. Bell, NAB vice president, will preside at the conference. Mr. Collins will preside at the Feb. 23 luncheon, winding up the two-day meeting.

The 51 Voice of Democracy winners from the 50 states and District of Columbia will be guests at the 14th annual VOD awards luncheon Feb. 22. State association executives will take part in the luncheon along with government officials and representatives of NAB, Electronic Industries Assn. and Veterans of Foreign Wars, sponsors of the scriptwriting contest.

Keystone to expand offices

Headquarters space of Keystone Broadcasting System at 111 W. Washington St., Chicago, will be expanded 30% and new personnel will be added in several departments, Keystone president Sidney J. Wolf has announced. Much of the new space will be devoted to a merchandising unit of transcription radio network which produces local-level dealer aids and other materials. Keystone affiliates now total 1,125, he said.

- DAIRY
- BOTTLER
- BAKERY
- DRUG CHAIN
- CANDY
- POTATO CHIPS
- PACKAGED MEATS
- SUPER MARKETS
- FROZEN FOODS
- GAS STATIONS

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A live 30 minute copyrighted television show that has thousands of youngsters selling sponsors products.

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Now in 32 markets! Your market may be open... contact

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Media reports

Hubbard vs. KABC ▪ Los Angeles Municipal Court Jan. 24 awarded Al Hubbard judgment of $2,226.11 against KABC Los Angeles, which he had sued for commissions he claimed he had earned but not received for $14,000 in sales made when he was a salesman for the station. The sum covers $1,995 in commissions plus interest. Mr. Hubbard is now with KCOP (TV) Los Angeles.

New studios set ▪ KBRZ Freeport, Tex., has completed new studios and office facilities in a $1 million shopping center in the Brazosport area (Freeport, Lake Jackson and Clute). The new plant will front the busiest intersection of the tri-city area with a 24-hour traffic count of over 18,000, according to KBRZ. In addition to the new studios and offices, KBRZ is installing new equipment throughout, including Gates transmitter and audio and Ampex PR-10 recording equipment. Jim Hairgrove, president and general manager of KBRZ, is also president of the Texas Assn. of Broadcasters.

Omaha honors ▪ KMTV (TV) Omaha holds its third annual Television Award Dinner tonight (Monday) with David Brinkley, NBC Washington correspondent, as principal speaker. Omaha citizens to be honored are V. J. Skuitt, president of Mutual of Omaha; Louis F. Long, president of the Cudahy Packing Co., and James B. Moore, Nebraska vice president and general manager of the Northwestern Bell Telephone Co. KMTV General Manager Owen Saddler said the awards dinner was initiated to "encourage others to make more effective use of public service time on tv and to help improve the quality of public service material."

Broadcast financiers ▪ Communications Capital Corp., a new company organized to secure long-term loans exclusively in the broadcast field, and to purchase installment notes resulting from radio-tv station sales, has opened offices at 3504 Time & Life Bldg., New York 20, N. Y. Telephone: Circle 5-2870. Company officers are: Lazar Emanuel, president; George G. Weiss, vice president and general manager; Lewis R. Cowan, vice president and general counsel, and Blair Walliser, former executive vice president of Mutual, secretary-treasurer.

A first ▪ University seminars to serve women-broadcasters in "mid-career" is the next project slated for development by the Educational Foundation of American Women in Radio & Television, N. Y. The foundation plans broad educational projects to serve the industry, as well as continuing its lecture-internship course for undergraduates preparing for careers in broadcasting, which will be held at Northwestern U.

PROGRAMMING

CURTAIN FALLS ON BLOCK BOOKING

Federal court order does not prohibit package film sales

Tv feature film syndicators were officially on notice last week that block booking is out.

The word was contained in the formal final judgments issued by a federal judge in New York following last December's opinion that the big six of tv feature film distributors had engaged in tie-in sales (BROADCASTING, Dec. 12, 1960).

In the judgments issued by U. S. District Court Judge Archie O. Dawson on Feb. 2, all six of the defendants are prohibited from conditioning the sale of one feature film on another. The injunctions also ban a condition that the purchase of one film by a broadcaster can be conditioned on the requirement that the same broadcaster must buy the same film for all his other stations (in the case of group owners).

A salient condition is that the price differential between the sale of one film and its pro-rated charge in a package deal shall not be such as to have the effect of a tie-in with the other films. The court's order does not prohibit package sales, or a better unit price for film sold in bulk.

Retains Jurisdiction ▪ Judge Dawson also ordered the defendants to permit the Dept. of Justice to oversee the details of the order.

The order was issued against Loew's Inc. (MGM), Associated Artists Productions Inc. (Warner Bros.), C&C Super Corp. (RKO), National Telefilm Assoc. (20th Century-Fox), Screen Gems Inc. (Columbia), and United Artists Corp. (independents).

The injunctions were the culmination of an antitrust suit instituted three years ago by the Justice Dept. The government charged that block booking practices violated the Sherman Act.

In his decision, Judge Dawson found instances of forced, tie-in sales by all the distributor defendants.

He denied, however, one of the government's major demands—that the distributors be forced to renegotiate all such contracts. Judge Dawson said that if tv stations want to recapture any expenses they could institute private antitrust suits. This permits the damaged litigant to recover three times his proved losses.

The government asked that the injunctions also require the film distributors to submit lists of packages with individual film prices indicated to tv stations, but this provision was not accepted by Judge Dawson.

1960 was a big year for Radio Press International

Radio Press International, voiced news service, last week issued a progress report on its 1960 operations. The number of its station clients rose from 14 to 61 during 1960 and RPI fed 10,400 voiced news segments to outlets.

R. Peter Straus, RPI president, noted that of its 10,400 reports, about 42% consisted of the voices of "people who actually made the news." He added that 3,000 of these segments, running from 20 to 60 seconds, came from overseas with the remainder from the United Nations, Washington, D. C., New York and other U. S. cities.

Michael J. Minahan, general manager, reported RPI has been providing its clients with about 200 reports a week, although its contracts specify up to 120 segments weekly. Stations receive the voiced reports from RPI headquarters twice a day—at 7:05 a.m. and 4:05 p.m., although requests for specific stories at other times are also filled.

During 1960, Mr. Minahan continued, RPI supplied its client stations with the following special coverage beyond the terms of its contract—the political conventions, the presidential election, the Summit meeting and the Olympics.

NT&T's 1960 earnings

National Theatres & Television had tentative consolidated earnings before special items of $971,852 for the fiscal year ended Sept. 27, 1960, the company announced last week. Included are net gains from the sale of theatres and real estate of $1,043,000 and earnings of $817,000 by WDAF-AM-TV Kansas City. Special items include $2,971,000 from the sale of the WDAF stations, a net provision for loss of $764,000 in connection with motion picture production and related items and provision for a loss estimated at $6,268,000 on NT&T investment in National Telefilm Assoc. Overall, the estimated net loss for the year was $3,089,000 compared to earnings of 2,534,000 for the preceding fiscal year.

including broadcast (WDAF-AM-TV) earnings of $591,000 and $272,000 from the sale of theatres and real estate. A provision for loss on NTA of $1,037,000 reduced the net for fiscal 1959 to $1,497,000, NT&T noted.

THEATRE'S ONLY HOPE?

Pay tv is in opinion of producer Leland Hayward

"Pay-tv may be the salvation of the theatre." That's the opinion of theatrical director and producer Leland Hayward, who also holds the same titles with the Zenith pay-tv development. Mr. Hayward spoke Feb. 6 at the second session of a four-day assembly that the American National Theatre and Academy held at New York's Edison Hotel. His prophecy came during a panel discussion exploring the theme, "Pay-Tv and Living Theatre—Friends or Foes?"

Mr. Hayward claimed pay-tv would prove an unqualified boon for the theatre. He envisioned repertory companies developing and commissions forthcoming for playwrights to produce new and quality works, as some of the benefits of pay-tv. He said that the whole level of acting in the country might be improved as the audience grew and people saw examples of better acting.

"I'm very pessimistic about the theatre," the producer of "The Sound of Music" among many other hits, stated. "It has become almost impossible to send any play on the road without subscription. A play that used to go on the road can now be taped live—with the original cast—and toured by tv." Mr. Hayward also pointed out that productions could be revived over and over again at proper intervals with little expenses added to the initial cost. The producer does not anticipate any trouble from the various stage unions. "We have no thought," he claimed, "of squeezing actors, playwrights, or even unions. At present, the unions have promised that they will be generous through the experimental period."

Mr. Hayward feels films, theatre and pay-tv should all live together compatibly. "They will not steal talents from each other," he contends. "Look how many current plays have been first in movies or first on tv, and have even gone on the road after they have been made into movies."

No Time Squeeze ▪ Asked by a member of the panel if—as in plans of toll tv—the elimination of commercials would remove strictures on time, Mr. Hayward replied, "This is one of the real values of pay-tv—a play will stand in its original form. And prime hours will not go to just anything popular. The more adult and artistic offerings will not be reserved for Sunday afternoon, as now."

Jean Dalrymple, director of N. Y. City Center Light Opera and Drama Co., and executive producer of another pay-tv firm, International Telemeter, (a division of Paramount Pictures), also spoke at the ANTA assembly session. She said pressures and lobbying against pay-tv were coming from motion picture exhibitors. Miss Dalrymple expressed the belief that free enterprise sentiment in America would resist such pressures.

Miss Dalrymple said International Telemeter has already bought three productions, Gian-Carlo Menotti's "The Consul," off-Broadway's "The Country Scandal" and most recently, "Hedda Gabler," for eventual showing as part of the pay-tv experiment it's conducting in Etobicoke (Toronto), Canada. Zenith, Mr. Hayward's organization, has just been awarded an experimental station in Hartford, Conn. which the firm hopes to have operative before the end of the year (BROADCASTING, Jan. 30).

Film sales...

40 Warner Bros. Films (Seven Arts Assoc.): Sold to WTOP-TV Washington, D. C.; WJXT (TV) Jacksonville, Fla., and KARK-TV Little Rock, Ark. Now in 34 markets.

My Little Margie (Official Films): Sold to WCBS-TV New York; WCAU-TV Philadelphia; WBBM-TV Chicago, and KNXT (TV) Los Angeles.

Broken Arrow (Independent Television Corp.): Sold to WPIX (TV) New York; WXTV (TV) Youngstown, Ohio; KOOL-TV Phoenix; KYTV (TV) Springfield, Mo.; KCDA (TV) Douglas, Ariz.; KVOS-TV Bellingham, Wash.; KOOK-TV Billings, Mont; KIFI-TV Idaho Falls, Idaho; KTTV (TV) Los Angeles; WRC-TV Washington, D. C.; KOIN-TV Portland, Ore., and KSL-TV Salt Lake City. Now in 38 markets.

Films of the '50's (Seven Arts Assoc.): Sold to WBNS-TV Columbus; WCNY-TV Watertown, N. Y., and KSL-TV Salt Lake City. Now in 38 markets.

M-Squad (MCA-TV): Sold to KYW-TV Cleveland; KPIX (TV) San Francisco; WHEN-TV Syracuse; WHIO-TV Dayton; WFMJ-TV Youngstown; KOOK-TV Billings; KHSL-TV Chico, Calif.; KCPX-TV Salt Lake City; WWJ-TV Detroit; KEZI-TV Eugene, Ore.; WCHS-TV Charleston, W. Va.; KFDA-TV Amarillo; KGMB-TV Honolulu, and KIFI-TV Idaho Falls. Now in over 30 markets.

WTOC TV show wins top honors among national Jaycee projects

Long a favorite program in Savannah, "The Jaycee Forum" last year won first place in its category among local Junior Chamber of Commerce projects. The Show is produced jointly by the Savannah Jaycees and WTOC-TV, and has featured guests such as Robert Kennedy.

The latest ARB gives "The Jaycee Forum" a 24.0 in its 7-7:30 p.m. spot!

Now WTOC-TV is adding "Eyes on Savannah," a half-hour program following "Face the Nation" once each month. ARB results just in show WTOC-TV still tops in ratings and homes reached! Our increase soon to full power will make "Savannah's No. 1 Station" more than ever your first choice in the Coastal Empire!

WTOC-TV Channel 11 Savannah, Ga.

Represented by Avery-Knodel, Inc.

CBS-TV CUTS SPECIALS

Entertainment one-shots due for reduction next season

There'll be fewer entertainment specials on the tv networks next season, since at least one network (CBS-TV) planned last week to cut back this programming category drastically in 1961-62.

CBS-TV, which is programming an estimated 38 special entertainment programs this season, is known to be talking in terms of only three shows in the special category for 1961-62. Though this figure may be increased by the start of the new season, it's clear CBS-TV does not plan for the total to come anywhere near the current season's level. The three specials being sketched for next season include an Ingrid Bergman vehicle, a Judy Garland show, and a repeat of the "Wizard of Oz."

The network, however, is not expected to cut back on informational programming that falls in the specials category.

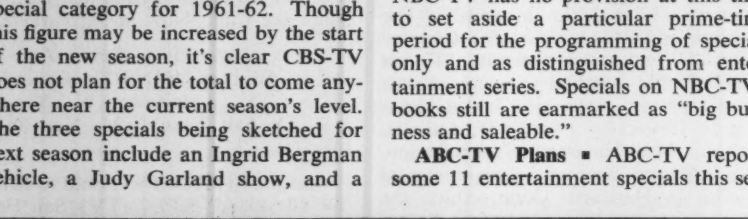
NBC-TV, which takes pride in being associated in advertisers' minds as the network with specials and elaborate use of color, will have programmed between 125 and 150 entertainment specials by the end of this season (along with about 115 news and special events "specials").

In current planning, the programming of specials in terms of quantity fills a gray area on that network because NBC-TV has no provision at this time to set aside a particular prime-time period for the programming of specials only and as distinguished from entertainment series. Specials on NBC-TV's books still are earmarked as "big business and saleable."

ABC-TV Plans ▪ ABC-TV reports some 11 entertainment specials this season to which would be added about 28 public information and seven sports programs of this type. That network expects to increase the "special" both in entertainment and public information phases.

The CBS-TV initial thinking became known last week in its plans to notify advertisers of a provision in next season's schedule agreements that will permit two pre-emptions in a program series but on 60-days notice, along with a general intention of pre-empting only on a limited basis. In planning for the current season, CBS-TV had provided for specials totaling at least two mandatory pre-emptions in Class A time with arrangements to permit the total pre-emption to go as high as four in a 52-week period.

CBS-TV noted that the high total of permissive "omissions" (pre-emptions) and the political campaign's heavy demand on prime-time combined to cause "numerous interruptions" to the regular program schedule. The new "selective" policy, it was understood, is being sought by CBS-TV as a method of enhancing the value of time periods where regular programming may be displaced.



Videocraft's new tv animation technique

Videocraft Productions Inc., New York, is producing a new animation series called *The New Adventures of Pinocchio,* consisting of 130 five-minute episodes and using a photographic technique called "Animagic."

Producers Arthur Rankin and Jules Bass of Videocraft point out that Animagic differs from the cell technique in that there are no drawings or cells. Intricate wooden dolls are made of each of the characters in the series (see photograph) and animation is provided by changing the positions of the puppets fractionally for each frame of photography. Mr. Rankin, president of Videocraft, noted that as many as 24 models of each character are used for each section of action. The bodies are made adjustable by use of wire with rubber coating for the joints and limbs.

The series has been sold in 12 markets, Mr. Rankin said, and these stations were scheduled to begin airing the series last week:

WGN-TV Chicago, KPRC-TV Houston, CKLW-TV Windsor, Ont., (Detroit), KRLD-TV Houston, KRON-TV San Francisco, WIIC (TV) Pittsburgh, WSPD-TV Toledo, WAGA-TV Atlanta, KIRO-TV Seattle, WSLS-TV Roanoke, KARD-TV Wichita and WLOS-TV Asheville, N. C.

Residuals, residuals— what happened to them?

Desilu Productions is contemplating legal action against National Telefilm Assoc. "in the very near future, unless the present situation is remedied," a company spokesman said last week.

The situation needing mending is the pressure of Screen Actors Guild on Desilu to pay residuals due its members for six tv series filmed by Desilu and distributed by NTA: *The Sheriff of Cochise, This is Alice, U.S. Marshal, Grand Jury, Official Detective* and *Walter Winchell File.* The residuals are reported to be six months overdue and SAG is looking to Desilu, as the contractual employer of the actors, for payment. Normally the distributor assumes responsibility for such payments, but the Desilu spokesman commented about NTA that "we have had our problems in getting them to fulfill their obligations."

The SAG board at its meeting tonight (Feb. 13) will consider authorizing legal action against NTA over residuals for three other tv series for which NTA has said to have assumed legal responsibility from the producer, 20th Century-Fox Television. These series are: *The 20th Century-Fox Hour, Man Without a Gun* and *How to Marry a Millionaire.*

Oliver A. Unger, NTA president, said that "We have checked our records and they indicate all payments have been made to SAG up to the beginning of January, and payments since that time, to the best of our knowledge,

are not due until March." He said that NTA has been having "a dispute" with Desilu over interpretation of its contract. Mr. Unger claimed he has no knowledge of any legal action against NTA.

Program notes...

All about air hostesses ▪ Association Films Inc., N. Y., is distributing a 28-minute film, *Come Fly With Me,* which takes its audience behind the scenes at the American Airlines Stewardess College in Fort Worth. The film is available gratis to adult organizations and tv stations.

BMI head honored ▪ Lincoln Group of the District of Columbia yesterday (Sunday) presented the Lincoln Award of the year to Carl Haverlin, president of Broadcast Music Inc., a student of the life of Abraham Lincoln, who contributed to the preservation and interpretation of the Lincoln testament. The ceremony took place at a dinner at Washington's National Press Club.

Betty on call ▪ WNTA-TV New York starting Feb. 20 will televise a new, daily, daytime feature, *At Your Beck and Call* (1-2:30 p.m., EST) the theme of which will be: "You can be sure if you call Betty." The lady involved is Betty Furness, who will serve as moderator. The show's format allows viewers to phone in questions to a daily, rotating battery of panelists who will be specialists in various walks of life. The program will also feature a "Television Complaint Bureau" which will attempt to deal constructively with any grievances lodged by viewers. Miss Furness for years was commercial "spokeswoman" for Westinghouse Electric.

New series set ▪ Playwright Steven Gethers, whose "Cook for Mister General" opens on Broadway next season, is writing two teleplays for MGM-TV's *The Asphalt Jungle* program, which premieres on ABC-TV, April 2. Actor Jack Warden will be a regular member of the law enforcement, full-hour series, portraying a dedicated deputy police commissioner. Production of the filmed program began last week in the MGM studios, Culver City, Calif. Arthur Lewis heads the production team which includes Herman Hoffman and Gerald Mayer, directors and Earl Booth, story editor.

Unger, Landau split NTA responsibilities

TABAKIN, RODGERS, GRUENBERG NAMED IN FILM SALES

National Telefilm Assoc., New York, is realigning its sales operation, concentrating tv film distribution under Oliver A. Unger, president, at Beverly Hills, Calif., and its broadcast activities under Board Chairman Ely A. Landau, in New York.

Under the reorganization, announced last week by Mr. Unger, Berne Tabakin, vice president in charge of west coast activities, becomes vice president in charge of sales for all film product; Peter Rodgers, account executive for six years, is elected vice president in charge of west coast sales, and Leonard Gruenberg, account executive for two years, becomes vice president in charge of sales development. They will work out of Beverly Hills. E. Jonny Graff continues as vice president in charge of eastern sales operations, headquartering in New York, and, along with Mr. Tabakin, has been nominated for election to NTA's board of directors.

Mr. Unger said the change was prompted by the recent separation of NTA from National Theatres & Television. He said he will spend his time largely in Beverly Hills.

Mr. Landau will concentrate a major portion of his time on the broadcast division, which includes WNTA-AM-FM-TV New York, NTA Productions and NTA Telestudios. The corporate responsibilities will be shared by Mr. Landau and Mr. Unger.

Mr. Unger denied reports that NTA's business picture was "gloomy." He said NTA sales for the company's first quarter, which ended Dec. 31, 1960, were "the second best" in its history.

SAG plans upped dues ranging from 20-50%

Screen Actors Guild is asking its members to authorize dues increases varying from 20% or less in the lower brackets to more than 50% for the stars in the over-$100,000-a-year class.

A letter from the SAG board points out that the organization went into the red $40,000 in 1959 and that last year's deficit exceeded $100,000. "It costs the guild $55 per year to service each member, yet 5,711 members pay dues of only $12 per year and 4,951 members pay only $24," the board states, adding, "at this rate, if we continue to provide the services our members deserve and need, the guild cannot long survive."

Rearrangement of membership classifications makes exact comparisons difficult, but at the lower end of scale dues are to be set at $12 semiannually for actors whose annual earnings in motion pictures are up to $2,500, $18 for

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1 A capsule history of medicine, narrated by Alistair Cooke, represents the average life expectancy at birth today, achieved by the disease fighters.

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Appealing film, of particular interest to women, on the beauties of china.

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The story of coal mining and its importance to our country.

4 "Beauty in the Making"
The art of choosing the right lipstick, its color schemes and proper uses.

5 "The Wonderful World of Trains"
Featuring The Suzari Puppets. A small boy is led through a dream world of adventure in the world of trains.

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Title	Date Desired	Alternate
"69.3"		
"Your Choice in China"		
"Powering America's Progress"		
"Beauty in the Making"		
"The Wonderful World of Trains"		

☐ Send complete TV list of films for our Station.

Name .....

Station ..... Title .....

Street .....

City ..... State .....

those with annual earnings of $2,500-$5,000 and $24 for those in the $5,000-$10,000 bracket.

At present, dues are $12 for those earning up to $2,000 a year, $14 for those earning $2,000-$7,500. At the top, the present dues structure is $80 each six months for actors with motion picture earnings of over $50,000. The proposed dues would be $100 for actors with earnings of $50,000-$100,000 and $125 for those earning more than $100,000 a year.

Schaefer wins director's award for tv 'Macbeth'

George Schaefer won the first tv award of the Directors Guild of America for "outstanding directional achievement" in 1960 with "Macbeth" on *Hallmark Hall of Fame,* (NBC-TV, Nov. 20, 1960, 6-8 p.m. EST, through Foote, Cone & Belding). He defeated four other top-polling nominees in a ballot of 2,000 guild members. Segregated by special interests, they included two assignments for CBS, two for NBC and one for ABC. Four of the five nominated directors, including the winner, work in the East. (The western-oriented Screen Directors Guild and eastern-based Radio-TV Directors Guild merged last year.)

Mr. Schaefer received a mounted gold medallion and all five nominees got silver ones. Runners-up for 1960 tv directorial honors: Franklin J. Schaffner for "The Cruel Day" on *Playhouse 90,* (CBS, Feb. 24, 8-9:30 p.m., sponsored by American Gas Assn. (through Lennen & Newell); Norman Jewison, *Belafonte—New York 19,* (CBS, Nov. 20, 1960, 10-11 p.m., Revlon through Grey Adv.); Vincent J. Donehue, *Peter Pan,* (NBC, Dec. 8, 1960, 7:30-9:30 p.m., Revlon through Grey), and Howard W. Koch, "Unhired Assassin," parts I and II, on *The Untouchables,* (ABC, Feb. 25 and March 3, 1960, 9:30-10:30 p.m., sponsored by Armour [Foote, Cone & Belding], Tums [Mc Cann-Erickson], Carnation [Erwin Wasey, Ruthrauff & Ryan], Luden's [J. M. Mathes], Seven-up [J. Walter Thompson] and Liggett & Myers [Mc Cann-Erickson]). Mr. Koch's direction for Desilu-Langford was the sole West Coast nomination. The Directors Guild cited Sherwood Kohn of *The Louisville* (Ky.) *Times* for "most constructive criticism" of tv.

Banner year for news on CBS is reported

More news programming than ever before on both its tv and radio networks and increased informational programming in prime tv time—that's how CBS News met the challenge of important world events last year, an annual report released by the network's news division revealed.

During 1960, CBS News provided 18.7% of the total schedule of the tv network (an increase of nearly 20% over 1959) and 54% of the radio network schedule. Regularly-scheduled tv news programs produced by the network's news division totaled 56 per week with a total air time of 12 hours, 11 minutes, while 122 radio news programs per week were produced with an air time of 20 hours, 20 minutes. These represent record figures for news programs on both CBS-TV and CBS Radio.

In the fall of last year, a network innovation, *Eyewitness to History,* became a regular weekly nighttime program in a prime time slot. The new program covered a major news story each week, sometimes on the same day of its occurrance. Also expanding the evening schedule of information programs in prime time periods were *Face the Nation, CBS Reports,* and *Presidential Countdown.*

CBS Newsfilm, the report claimed, continued its expansion as the leading news syndication service for tv stations in the world by adding 36 new subscribers during the past year. Distribution of the newsfilm now covers all major markets and 38 cities in 25 foreign countries.

GLOBAL GOOD WILL

Dahlman firms offer programs for domestic, overseas pr

The use of radio and television programming as a public relations medium for commercial and governmental organizations, both foreign and domestic, is offered by a little-known broadcasting operation using the corporate names of Broadcast Planning Corp., and Broadcast International Inc., both New York.

The underlying business philosophy urged upon a prospective client is that it underwrite a public service program on radio or tv, in the U. S. or abroad, in which the client gets only brief mention but wins considerable good will and a favorable image through association with such a "high-minded type of programming."

L. Nicholas Dahlman, founder-president of both companies, said last week his organizations complement each other. He explained that he established Broadcast Planning almost two years ago so that foreign governments and commercial organizations in the U. S. and abroad could spread news of "little-known but exciting" developments about their ventures to U. S. viewers and listeners. Transcribed radio programs are furnished to U. S. stations without charge for inclusion on local interview shows; for tv, a script and visual material are supplied to the station and a representative of the government or industrial client appears in person for interviews. Mr. Dahlman registers as a foreign agent for overseas clients and is paid on a fee basis.

As a logical adjunct to Broadcast Planning, Mr. Dahlman said, he saw a need for a company to "export" U. S. business views and philosophy by presenting public service programs on foreign tv and radio stations. This phase of the operation, Broadcasting International, is in the developmental stage, Mr. Dahlman said.

Client Lineup ▪ In the past two years, he added, his operation has produced more than 300 programs on radio and tv. He listed these as among the companies' clients: United States Lines, Eastern Airlines, Quaker Oats International, American Express Co., American Society of Travel Agents, Kraft Foods, British Railways, Northeast Airlines, the Mexican government, the Panama government, the Indian government, Air India, Lufthansa Airlines, the states of Maine and New Hampshire.

Some of the companies which have invested in public service programming said last week they are "highly pleased with the results achieved." They pointed out they usually sign a contract for delivery of a certain number of programs throughout a year.

Filling a Need ▪ Mr. Dahlman be-

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National Representative: Weed Radio Corp.

lieves there is a scarcity of "interesting public service shows" in local markets, both in the U. S. and abroad, and said his operation is to fill this need.

Both companies, he said, are implementing expansion moves. In radio, Broadcast International beamed its first shortwave program to Austria Jan. 25, marking the first of a weekly series called *The World in New York*, in which nationals of a particular country will appear in New York to present their views on America. In tv, he said, his companies plan to make expanded use of videotape.

The companies last week were in Washington where a special program with Pierre Salinger, White House news secretary, was prepared for export to Austria, Australia and four South American countries.

The headquarters for both companies is at 3 W. 57th St., New York 19, N.Y. Telephone Templeton 8-0370. Quarters occupy two floors of the building and the companies employ about 30 workers, including writers, directors, translators, salesmen and clerical personnel. Before beginning what he calls his "radio-tv public relations business," Mr. Dahlman headed Television Clearing House, which supplied merchandise to stations in return for time.

INTERNATIONAL

Canadians set up police force for ethical code

A five-man committee of veteran broadcasters has been appointed to police and enforce the code of ethics of the Canadian Assn. of Broadcasters. The group has been appointed for a five year term and is representative of all parts of Canada. Members of the CAB code police force are Gordon Love, CFCN-AM-TV Calgary, Alta.; Gerry Gaetz, CFGP Grand Prairie, Alta.; Henri LePage, CHRC Quebec City, Que., CKRS-AM-TV Jonquiere, Que., CFCM-TV, CKMI-TV and CJQC Quebec City; Malcolm Neill, CFNB Fredericton, N.B., and past president of the CAB; and W. T. Cruikshank, CKNX-AM-TV Wingham, Ont.

The code, which became effective Feb. 6, has been endorsed by 75% of all CAB members. It covers programming, community activities, education, news, advertising, and employes. The code calls for enforcement through the five-member police force on complaints from any CAB member. Each station is permitted use of a special CAB ethical code symbol, which it forfeits if complaints are justified on investigation by the committee.

Stations pick new reps

With the demise in mid-January of Allied Broadcast Services, formerly Trans-Ocean Representatives Ltd., at Toronto and Montreal, billing and servicing of radio stations formerly handled by this organization, has been taken over by Radio & Television Sales Inc., Toronto and Montreal.

A number of the stations have intimated they will use Radio & Television Sales Inc. as representatives. These include CFLM La Tuque, Que.; CKTR Three Rivers, Que.; and CKRD Red Deer, Alta. Undecided yet are CJSS-AM-TV Cornwall, Ont.; CJFB-TV Swift Current, Sask., and CJDV Drumheller, Alta. CHQM Vancouver, B. C., will be represented by recently-formed Standard Broadcast Sales, Toronto, which represents CFRB Toronto, and CJAD Montreal.

1960 radio, tv set sales down in Canada from '59

Canadian sales of radio and tv sets were down in 1960 from 1959, according to Electronic Industries Assn. of Canada.

Radio set sales totaled 540,844 in 1960 compared with 621,407 in 1959. Television receiver sales were 340,755 against 405,965 in 1959.

Gains were made in battery-powered portable radio sets, from 93,211 units in 1959 to 102,131 last year. Transistorized receivers totaled 120,871 units in 1960 against 112,791 in 1959. Fm set sales were up from 25,606 in 1959 to 38,842 last year.

The best month for tv set sales was September when 46,944 units were delivered to dealers, and for radio in November with 63,925 sets delivered to dealers. Ontario accounted for largest sales with 125,545 tv sets and 251,593 radio receivers.

CFTM-TV starts next week

CFTM-TV Montreal, Que., new ch 10 station, begins operations as Montreal's second French-language tv station on Feb. 19. President of company operating CFTM-TV is J. A. DeSeve. Vice-president and commercial manager is Paul L'Anglais, veteran radio producer in whose name license was applied for. Roland Giguere is station manager, Paul Ladoucer program director, and Jean Marion public relations director. Station is represented in Montreal and Toronto by Paul L'Anglais Inc., by Stovin-Byles Ltd., at Winnipeg and Vancouver, and in the U.S. by Forjoe Inc.

M-E, Hakuhodo merge in Tokyo

McCann-Erickson-Hakuhodo Inc., with headquarters in Tokyo, has been formed by McCann-Erickson Corp. (International) and Hakuhodo Inc. The new agency will offer advertising and marketing services to the clients of each parent company, as well as to others in the international field. Hakuhodo has a total of 14 offices and has approximately 700 Japanese and international clients. McCann-Erickson Corp. (International) directs the company's operation of 40 offices in 19 countries.

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WPEN

THE STATION OF THE STARS

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WRCV's big band policy gets encouraging results

WRCV Philadelphia, on Jan. 4, 1960, initiated a full-scale "big band" programming policy. Since then, local and national sales have climbed, and the station reports it has been "deluged" with favorable listener response.

Among the evidence of programming approval: The accumulation of letters received during an eight-day period last month in a "big band anniversary" request for listener reaction to its 24-hour big band music policy. With no other incentive than "to write out of interest," the station received 11,624 letters and cards between Jan. 13-19, and "Mail is still coming in at the rate of 150 letters a day." The station reports that when final tabulations have been made, its management will decide what "steps will be taken" to find out if WRCV's position is accurately reflected in the ratings.

Dick Paisley, WRCV station manager, points out that "This mail situation presents a real paradox for us. WRCV sales in 1960 were up (20% overall, 30% nationally, 12% locally) and mail response to the station has increased more than 10 times. Yet the rating services seem at odds with each other . . . neither really is anywhere near the improvement borne out by the listener response." He adds that the station has returned monies sent by some listeners to insure continuance of the "sane music" programs although WRCV already announced the big band policy would continue through the year.

Big local show

Officials at KTTV (TV) Los Angeles are claiming they have lined up the largest array of stage, screen and television stars ever assembled for a television show for this Sunday's (Feb. 19) Stop Arthritis telethon.

Among those scheduled to appear are: Bob Hope, Bob Newhart, Mickey Rooney, Ricardo Montalban, Marie Wilson and many others. Celebrities who will be away from Hollywood during the telecast have taped and filmed their appearances.

Co-chairmen of the event are George Putnam, newscaster, and Johnny Grant, disc jockey, who also serves as talent chairman. Bob Hiestand will produce and direct the show for KTTV.

Superior sound

A new theme for National Radio Month, to be observed during May, has been adopted by NAB: "Radio . . . the Best Sound Around."

This theme was picked, according to John F. Meagher, NAB radio vice president, "because it conveys a feeling of highest quality, both in programming and in engineering. More important, it sets up a standard for stations to follow, since it proclaims that radio is best."

A new series of jingles for station performance during the month will be created and produced by Faillace Productions, according to John M. Couric, NAB public relations manager. Radio month kits and recorded jingles will be sent to NAB member stations without charge.

Woman with 'Bowlegs' wins

They've been playing "Postal Roulette" in Richmond, Va.

WLEE, that city, devised a contest based on postmarks. Clues to the names of unusual post offices throughout the world were broadcast daily on the station. Listeners were urged to send postmarks to the station, with those from "mystery post offices" winning prizes.

Mail from Bowlegs, Okla.; Sparks, Nev.; Blackfoot, Idaho, and American Forks, Utah were among the 87 winners in the game.

Lucky Strike promotion recalls 'good ole days'

American Tobacco Co. has launched a promotion tied in with its Lucky Strike selling theme ("Remember how great cigarettes used to taste") by making a "Remember How Great" long playing album available to the public for $1 plus ten empty Lucky packs. The promotion will be advertised extensively until March on company-sponsored tv programs and in other media. Feature of the tv schedule was a *Remember How Great* special on NBC-TV on Feb. 9 (8:30-9:30 p.m.) starring Jack Benny as master of ceremonies and presenting Connie Francis, Juliet Prowse and Harry James and his band. The Columbia Records album has assembled "collector's item" original recordings by Louis Armstrong, Count Basie, Tommy Dorsey, Harry James, Mary Martin, Dinah Shore and others.

WCHS-AM-TV take on southern accents

From the looks of the sales staff of WCHS-AM-TV Charleston, W.Va., one would think the South was rising again.

Dressed as Confederate soldiers, they're making their rounds selling a special WCHS-TV package called "Confederate Days." The promotion will run for a month. Participating tv sponsors will have their commercials done by announcers dressed in full southern regalia and equipped with West Virginia style southern "aksayents."

Benton & Bowles' safety drive

"You're not in control of your car unless you're in control of yourself." That's the theme Benton & Bowles is using in a volunteer campaign to curb accidents on New York State highways. Sponsored by N. Y. State Citizens Council on Traffic Safety Inc., which is headed by Clifton W. Phalen, president of the N. Y. Telephone Co., the campaign will use sports heroes for tv and radio spot announcements stressing that driving, like big-league sports, demands coolness under pressure and emotional self-control. Advertising will appear in major media through the state starting in the spring.

RAB's co-op book revised

The radio co-op plans of an additional 50 national and regional firms have been included in Radio Advertising Bureau's revised "Dealer Co-Op Data Book," making a total of more than 600 companies whose co-op advertising allowances are reported in the book.

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Where hearts (sometimes) beat as one

The presidents of three Norfolk television stations (l to r)—Robert M. Lambe, WTAR-TV; J. Glen Taylor, WAVY-TV, and Thomas P. Chisman, WVEC-TV — are fierce competitors but they have united for a common project. They met in New York to announce they have launched a year-long cooperative advertising and public relations campaign to sell national advertisers, agencies, industrial leaders and market analysts on the "tremendous growth of the Tidewater area." Their credo is: "increased business in the market will benefit all of us." The advertising phase will be handled by Liller, Neal, Battle & Lindsay Adv., Richmond, Va., and public relations by Phil Dean Assoc., New York.

department as a selling tool for member stations, the data book profiles the companies, reports their products, areas of distribution, and details the ad allowance permitted each dealer. RAB says that many dealers are unaware of the co-op possibilities, and that its book gives stations the facts and the chance to remind dealers of the opportunities provided by these funds. Companies also often supply their dealers with jingles and scripts.

Drumbeats...

Early start ▪ KATZ St. Louis Negro station has started its Brotherhood Week campaign a month early. The effort centers on an essay contest to find "fresh new ideas to improve race relations—new creative thinking in solving America's most urgent domestic problem." Tv and radio sets top the awards list for contest winners.

Heart jabs ▪ By way of warning listeners against holiday traffic hazards, WGLI-AM-FM Babylon, N. Y., is poking "short jabs" at them. A typical announcement, inserted before or after a music selection, goes like this: "This is patrolman Jones of the Suffolk County Investigation Bureau. I don't hand out many summonses; most of the speeders I meet are dead." The station has also found value in running "short jabs" at listeners in the areas of voter registration, fire prevention, Civil Defense and mental health campaigns.

Dog days ▪ Wednesday (Feb. 8) was D-Day for 100 lucky dogs whose names were drawn from a hopper by a celebrated four-legged guest star on WNBC-TV's *Family* show (Mon.-Fri., 9-10 a.m., EST) in the New York station's "Lucky Dog" contest. The aim of the contest, is to have canines take their owners to the dogs to see how the blue-bloods live. The 100 dogs selected—their names were submitted on postal cards by their owners—will each receive a pair of tickets to the annual Westminster Kennel Club show in Madison Square Garden, Feb. 13 and 14.

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In this important ALBANY—SCHENECTADY—TROY MARKET . . .

Special balanced programming attuned to area preferences exposes more prospects to your selling strategy. And . . . viewer confidence in WAST multiplies the effectiveness of your sales message.

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BROADCAST ADVERTISING

Mr. Scurlock

Robert L. Scurlock, formerly vp and account supervisor, Dancer - Fitzgerald - Sample, N. Y., joins Ted Bates & Co., that city, as account supervisor on Boyle-Midway Div., American Home Products, N. Y. Mr. Scurlock, who was with DFS for six years, was previously with Benton & Bowles.

David V. Cleary and **Benjamin Maugham,** associate creative directors in copy department of Young & Rubicam, named vps.

Conrad Roth, formerly manager of radio-tv at Lanvin Parfums' Inc., N. Y., named account executive for Lanvin by North Adv.

C. N. Painter, with Armstrong Cork Co., Lancaster, Pa., since 1924, promoted to senior vp and member of president's office.

Edward F. Mues Jr. has been appointed vp of budget control, American Home Foods Div., American Home Products Corp., N. Y. Mr. Mues, who has been associated with American Home Foods since 1946, most recently was administrative manager for Foods Div.

Marion MacDonald and **Wallace J. Gordon** named vps for Grant Adv., N. Y. Miss MacDonald, copy group head of packaged goods, joined Grant last June from Dancer-Fitzgerald-Sample, that city. Mr. Wallace has been with Grant since 1958 in both Chicago and Detroit. He became group copy chief in New York office last year.

Thomas Hicks, formerly copy group head at J. Walter Thompson, Toronto, joins Guild, Bascom & Bonfigli, San Francisco, copy staff.

Dr. Vincent Machi, director of research at J. M. Mathes, N. Y., elected vp.

Gordon Gunn named media director for Los Angeles office of BBDO.

Charles W. Young joins Ogilvy, Benson & Mather, N. Y., as director of personnel. He was previously personnel director of Assoc. Merchandising Corp.

Robert Good, formerly of BBDO, N. Y., joins Smith/Greenland, that city, as traffic manager.

Mr. Anderson

Richard C. Anderson, associate media director in both Chicago and New York offices of Young & Rubicam, promoted to director of department of media relations and planning in Y&R's Chicago office. He has been with agency for eight years.

Les Sterne joins Pittsburgh office of Fuller & Smith & Ross. For past 15 years he has been head of radio-tv for Smith, Taylor & Jenkins, that city. **Renee Modry** named systems and procedure analyst.

Donald A. Perkins, former assistant print buyer in media department of Doherty, Clifford, Steers & Shenfield, N. Y., appointed assistant account executive.

THE MEDIA

Mrs. Nellie Knorr, wife of late Fred Knorr, succeeds her husband as president of Knorr Broadcasting Corp. **Van Patrick,** sports director of WKMH Dearborn, Mich., and Mutual Network, elected Knorr to board of directors.

Maury J. Farrell elected president of WATV Birmingham, Ala.

Larry Buskett, formerly executive vp and general manager of KGMS Sacramento, Calif., to KRAK, that city, as general sales manager.

Warren Nelson appointed vp in charge of tv sales for Chicago office of George P. Hollingbery Co. He has been in charge of Chicago sales activities for past five years. **Phil Corper** named vp in charge of sales development and promotion.

Richard W. Ostrander named national sales manager of WTVN (TV) Columbus, Ohio. He has been manager of WTVN Radio. Mr. Ostrander fills vacancy created by Fred Von Stade who became general manager of WKYT (TV) Lexington, Ky.

Gordon E. (Doc) Hamilton, operations manager of KVOA-TV Tucson, Ariz., since 1958, promoted to assistant station manager.

Tony James, formerly with WGGB Freeport, to WBAB Babylon, both New York, as operations director. **Ernest J. Christie,** chief meteorologist of U. S. Weather Bureau's New York office, resigns to join WBAB as weather consultant and commentator.

Mr. Lincoln

Gibbs Lincoln, vp and general manager of KVI Seattle, owned by Golden West Broadcasters, to general manager of Golden West Features, GWB subsidiary that handles sports packages, with headquarters in Hollywood.

David S. Proctor, formerly account service representative in radio station clearance department of ABC Radio, promoted to manager of radio station clearance for ABC Radio Network.

Bill Alcine appointed executive producer for KNXT (TV) Los Angeles and CBS-TV Pacific Network. He will be responsible for all areas of continuity acceptance, program clearances and standards and practices.

Joseph B. Haigh, chief engineer of WJBK-TV Detroit, promoted to regional chief engineer of WJBK-TV and WJW-TV Cleveland. Both are Storer stations. **Marion J. Stoner,** assistant chief engineer of WJBK-TV, promoted to operational chief engineer.

Allan Kenyon, continuity director and air personality at KOIL Omaha, Neb., named account executive at KOIL-FM.

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Mr. Cookery

Mr. Timberlake

Thomas B. Cookery and **J. W. Timberlake Jr.** appointed general sales manager and regional sales manager, respectively, for WBTV (TV) Charlotte, N. C. Mr. Cookery formerly was national sales manager. Mr. Timberlake has served as Carolinas' sales manager for station since 1957.

Robert Wencel, commercial manager of WBBM-FM Chicago, and **Diane Dace,** formerly with Revlon Inc., join Chicago office of Broadcast Time Sales as account executive and personnel director, respectively.

James T. Miller Jr. joins WPFM (FM) Providence, R. I., as commercial manager.

Stan Losak, former producer-writer in CBS-TV advertising and sales promotion department, named assistant manager of motion picture photography for CBS News.

Phil Smith named publicity manager of WFBM-AM-FM-TV Indianapolis. He has been promotion manager of station's fm and muzak divisions.

Ted Johnson, formerly on announcing staff and co-ordinator of special events at WVNJ Newark, N. J., appointed night manager. Mr. Johnson has been with station for 12 years.

Michael E. Seeber and **Wayne E. Harter** appointed account executives on local sales staff for WKOW-TV Madison, Wis.

Boyd Porter Jr., formerly sales representative at KTEM Temple, to WTAW Bryan-College Station, both Texas.

Gerald Thorsen joins KAYO Seattle, Wash., as account executive.

Pel Schmidt appointed account executive at WBAL-TV Baltimore.

Jack Kabateck appointed account executive in Los Angeles office of Torbet, Allen & Crane, station rep.

Tim Garthwaite named assistant sales promotion manager of KTVU (TV) Oakland-San Francisco.

Claude C. (Bud) Bowlin appointed national sales representative for WCSH-TV Portland, Me.

Roland King, formerly account executive, KMSP-TV Minneapolis, joins Minneapolis tv sales staff of The Katz Agency, station representative.

William J. Mathews Jr. joins New York tv sales staff of Edward Petry & Co. He has been account executive in firm's radio division. Before joining Petry, he was in merchandising department of Young & Rubicam, that city.

Richard J. Quaas, formerly account executive at KHJ-TV Los Angeles, joins Adam Young Inc., Chicago, in same capacity.

Phillip Trammel and **R. Joseph Adams** join sales staff of KXOK St. Louis.

Mary Collier, formerly with KAKC Tulsa, Okla., to Watts, Payne Adv., that city, as radio-tv copywriter.

Bob Lyte, formerly promotion director of WLBW-TV Miami, to promotion manager of Century 21 (space age world's fair) slated for Seattle, Wash., April, 1962.

Mr. Hennessy

Mr. Sheridan

Mr. Frohnhoefer

Edward J. Hennessy, general sales manager of WAVY-TV Norfolk - Portsmouth - Newport News, Va., promoted to vp in charge of tv sales. **Ned G. Sheridan,** general manager of WAVY Radio, named vp in charge of radio division. **Clifford A. Frohnhoefer,** assistant secretary-treasurer of Tidewater Teleradio Inc. (parent organization of stations), promoted to treasurer and controller.

Richard C. Hottelet and **Stuart Novins** appointed United Nations correspondents for CBS News.

Mrs. Jean Jenkins joins WFAA Dallas as continuity director.

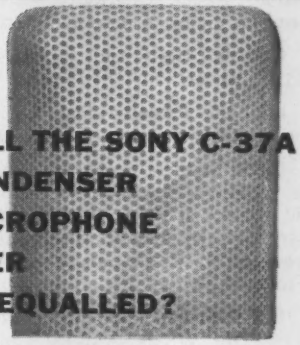
Don Karnes joins WTTC-AM-FM Towanda, Pa., as announcer-program director.

Ted L. Daniel appointed radio-tv director for Presbyterian Synod of North Carolina.

Al Brown, formerly professional meteorologist and staffer at U. S. Weather Bureau, joins WNBQ (TV) Chicago as weathercaster.

Joe Rico named promotion assistant of WGR-TV Buffalo, N. Y.

Steve Delaney, staff announcer at



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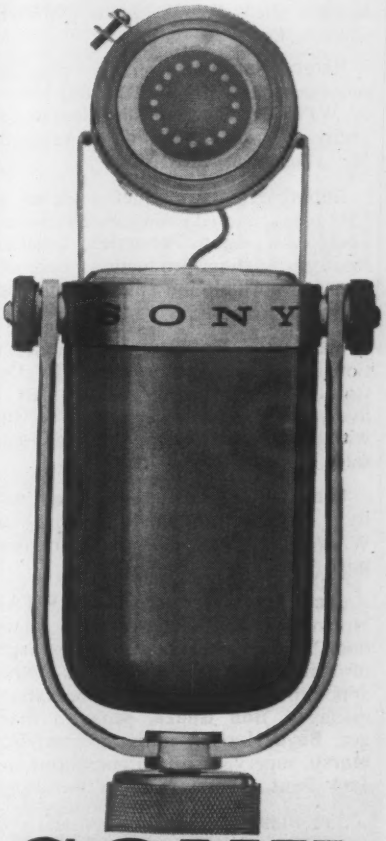

SONY

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WSOC Radio, Charlotte, N. C., has been promoted to news director.

Ned W. High joins news staff of KLZ Denver.

Michael Powell joins KSFO San Francisco as member of news staff.

David Matson, former tv cameraman at WFIL-TV Philadelphia, named music director at WOL Washington, D. C. Mr. Matson retains his position of weekend staff announcer at WFMD Frederick, Md.

Pat Boisseau appointed editorial director for WKRC-AM-TV Cincinnati, Ohio. Mr. Boisseau, WKRC news director for past four and a half years, will continue in that capacity.

Ted R. Woodard appointed general manager and chief engineer of Fairfield Broadcasting Co.'s new Winnsboro, S. C., station as yet unnamed with no target date. Construction has begun.

William Babcock, formerly with WICU-TV Erie, Pa., joins WLSV Wellsville, N. Y., as station manager.

Walter Broadhurst, formerly station manager-program director of WMOD Moundsville, W. Va., to WWCH Clarion, Pa.

Ralph Hansen, formerly program manager of WJBK-TV Detroit, moves to WJW-TV Cleveland in similar capacity. **Robert J. McBride Jr.** succeeds Mr. Hansen at WJBK-TV.

Robert Eheineck, chief engineer of CBS News, named manager of technical operations. **Egon Pohoryles,** assistant manager of film production, becomes manager of motion picture photography.

Maurice E. McMurray appointed national sales manager of WJBK-TV Detroit. Mr. McMurray returns after a five year leave of absence while serving with Storer Broadcasting's national sales office in New York.

Van Cantfort, director-air personality, named program manager at WAVY-TV Norfolk-Portsmouth-Newport News, Va.

Jack Black, formerly with WTAR Norfolk, and WGH Newport News, both Virginia, appointed sales manager of WBOF Virginia Beach, Va. Other appointments: **Bill Rhyne,** operations manager; **Bob Gheza,** program manger; **Boyd Harrier,** news director; **Roy Marsh,** supervisor of am operations and **Jack Dent,** supervisor of fm operations.

Jim Ramsburg, former national program director of Franklin Broadcasting Co., joins WPTR Albany, N. Y., as promotion and production director. Franklin Broadcasting is licensee of WMIN St. Paul, Minn., and majority stockholder in WEW St. Louis, WWOM New Orleans, KOME Tulsa and WLOD Pompano Beach, Fla.

New lineup at Washington's WRC

Congratulations are the order of the day with the appointment of three new executives at NBC's WRC-AM-FM-TV Washington. **Joseph Goodfellow,** NBC vp and general manager of the station (3rd from left) welcomes **Harry A. Karr Jr.** into the fold as station manager of WRC-AM-FM. He had been sales manager. Others in photo are **William L. Callaway** (2nd from left), appointed business manager, and **Wallace R. Fanning Jr.,** news manager, both for WRC-AM-FM-TV.

Joseph Friedman, tv senior account executive at H-R Representatives, San Francisco, named manager of that office. **David McConnaughey,** radio account executive at Headley-Reed, San Francisco, joins H-R, that city, in same capacity. **Douglas Jones,** formerly of Headley-Reed, named senior account executive, radio, H-R, N. Y.

George Finnegan named general sales manager and **Clyde Dutton** named local sales manager, both at WTVH (TV) Peoria, Ill.

William J. McDowell, general sales manager of KHJ Los Angeles, promoted to general manager. He joined station some years ago as account executive.

Emmett A. (Buzz) Hassett Jr., general sales manager of WITI (TV) Milwaukee, to WAGA-TV Atlanta in similar capacity. Both are Storer stations.

Ellis W. Gilbert, general manager of KRBE (FM), elected president of Houston Assn. of Fm Broadcasters.

Robert Mounty, account executive at WIP Philadelphia, named local sales manager. He has been on station's sales staff for four years.

Woody Langley, formerly with WMPT Williamsport, to WATS Sayre, both Pennsylvania, as morning man and production manager.

Claude E. Brimm, formerly general manager of KUDU Ventura, to KDAY Santa Monica, both California, as retail manager.

Tony James, formerly sports director of WGBB Long Island, N.Y., to WBAB, there, as operations director. **Jon Esther** joins station as air personality.

Paul Von Hagel, vp and general manager of WRAP Norfolk, Va., to WEAR-TV Mobile, Ala.-Pensacola, Fla., as general sales manager. Both are Rollins Stations. **William Eure,** formerly with WAVY Norfolk-Portsmouth-Newport News, succeeds Mr. Von Hagel.

Norman Schrader of WDAY Fargo, N. D., elected president of Northwest Radio-TV News Assn., succeeding **Sheldon Peterson** of WTCN Minneapolis.

Robert E. Clark, former White House correspondent for International News Service and reporter for Washington *Evening Star,* joins ABC News as Washington correspondent.

Nita Hutch named women's director at WVKO Columbus, Ohio. She was with WTVN (TV), that city.

John D. Kelly and **George U. Lyons** named eastern and midwestern sales managers, respectively, for Storer Television Sales, New York. Firm is new spot sales arm of Storer Broadcasting Corp.

Maynard E. Dillaber, executive vp and general manager of Martinsville Broadcasting Co. (WMVA-AM-FM Martinsville, Va. resigns. Mr. Dillaber, past president of Virginia AP Broadcasters Assn., joined station in 1949 as news director. He was appointed executive vp and general manager in 1953. He has not announced future plans.

Bill Woods, manager of KVOU Uvalde, to KEPS Eagle Pass, both Texas, in similar capacity. He succeeds **Sidney King** who joins KATI Casper, Wyo. KVOU and KEPS are sister stations.

Samuel F. Jackson, formerly on sales staff of WPIX New York, joins sales staff of Weed Television Corp., that city, station rep.

Mr. Johnson

Broaddus (Speed) Johnson appointed manager of sales for WNBC New York. He has been account executive in NBC participating programs since October, 1959, and before that with NBC Radio Network.

Louis E. Lomax, writer and newsman, joins staff of WNEW-TV New York, as news writer-producer.

Gordon Warnes, formerly with WTAP-TV Parkersburg, W. Va., to WPTA (TV) Fort Wayne, Ind., as announcer.

Jack Rowzie, air personality at WWDC Washington, resigns. **Fred Gale** assumes Mr. Rowzie's position.

Emily Lite joins WLOS-TV Asheville, N. C., as air personality.

Pierre Paulin joins WCAR Detroit as member of news staff. **Bob O'Hara** joins station's program staff from WOOD-TV Grand Rapids, Mich.

Paul Sullivan joins WCAU Philadelphia as air personality.

In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

Jorge Mack, formerly with KNOE Monroe, La., moves to WING Dayton, Ohio, as air personality.

James J. Corbett, athletic director at Louisiana State U., elected chairman of National Collegiate Athletic Assn. tv committee, succeeding **Rix N. Yard,** Denison U.

Frank H. Nowaczek Jr., pr manager of National Community Television Assn. (NCTA), Washington, appointed special assistant in headquarters office.

Robert H. Van Roo, named promotion manager of WITI (TV) Milwaukee. He formerly was with A. C. Nielsen Co., Chicago.

PROGRAMMING

Daniel I. Knight joins Chicago office of M-E Productions as tv account executive and assistant to office manager. He formerly was with Young & Rubicam, that city, as radio-tv broadcast supervisor. M-E Productions is production division of Interpublic Inc. (newly formed parent company of McCann-Erickson).

Edwin E. Holly, secretary-treasurer of Desilu Productions, has been additionally appointed vp in charge of administration and finance. Before joining Desilu in 1954 he had been assistant comptroller of CBS.

Herman Rush, independent tv packager, formerly president of Flamingo Films, joins GAC-TV as vp in charge of development and sale of tv programs. He will headquarter in New York.

Tom Judge appointed general sales manager of Terrytoons, subsidiary of CBS Films. Mr. Judge, who will headquarter at 545 Madison Ave., N. Y., had served as director of production sales, operations department, CBS-TV.

John Robinson, producer-writer, forms Libra Enterprises, Hollywood, to create and produce tv series in cooperation with Ziv-UA. Partners in Libra are **Robert Ginter Sr.** and **Malcolm Stuart.**

Lamartine Le Goullon named art director of Hollywood Animators, Hollywood. **Harrison Wakida** and **Max Hutto** join firm as associate art director and account executive-associate producer, respectively.

Jay Jasin joins Jim Amache Productions, Sepulveda, Calif., as announcer and national promotion director.

W. Bothwell Henderson, long time associate producer with Bill Burrud Productions, Hollywood, promoted to executive producer.

William Asher, producer-director, terminates his NBC-TV contract with end of current *Shirley Temple Show* series to return to Desilu Studios to produce-direct pilot for as yet untitled musical comedy series starring Janis Paige.

James F. Delaney, who was, at one time, eastern division manager of ABC Films, rejoins that company as southern division manager, Houston, after an association with Saf-T-Eey Shelters Co.

GOVERNMENT

Brig. Gen. Frederick C. Weyland appointed deputy chief of Army information, effective April 1. He succeeds **Brig. Gen. Chester V. Clifton,** named military assistant to President Kennedy.

William J. Connell, one-time script editor and producer of radio documentaries for KUOM U. of Minn., named administrative assistant to Sen. Hubert Humphrey (D-Minn.).

EQUIPMENT & ENGINEERING

John L. Gray named vp and eastern area sales manager of Motorola semiconductor products division, with headquarters in Clifton, N. J.

Kevin J. Joyce, former Sylvania Electric Products sales representative in Cincinnati, appointed supervisor of entertainment equipment sales-midwestern region, for electronic tube division.

Jonathan Eldridge, formerly vp of

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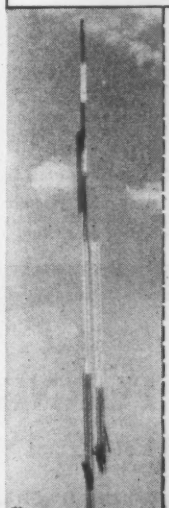

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Mackay Radio & Telegraph Co., appointed director of New York sales for American Cable & Radio System.

ALLIED FIELDS

Mr. Searle

Don Searle, owner of KMMJ Grand Island, Neb., and KXXX Colby, Kan., joins Hamilton-Landis, national station broker. He will headquarter in Los Angeles. Mr. Searle, broadcasting veteran since 1925, was ABC western vp from 1943 to 48 and has served on boards of directors of NAB, RAB and was among founders of TvB.

Joseph J. Jacobs, formerly general attorney for Metropolitan Broadcasting Co., resigns to open own practice at 375 Park Ave., New York.

Lauren A. Colby, formerly with Fly, Shuebruk, Blume & Gaguine, communications law firm, resigns to open own office. Mr. Colby also served on legal staff of FCC. New office is located at 945 Pennsylvania Ave., N.W., Washington 4. Telephone: District 7-0236.

INTERNATIONAL

John R. Cann elected president of Raytheon-Canada Ltd. Mr. Cann has served as executive vp and general manager for past two years.

Robert F. Merrick, manager of J. Walter Thompson's Brazilian operation, presented with highest honor of Brazilian Government, "Ordem Do Cruzeiro Do Sul," for his contributions to advertising development in that country.

DEATHS

Samuel C. Gale, 65, retired vp and director of advertising at General Mills Inc., died Feb. 7 at his home in Minneapolis. Mr. Gale pioneered in baseball broadcast sponsorship, first buying the games on radio in Minneapolis several decades ago. The next year General Mills sponsored games on more than 30 stations. He also launched the successful promotion of Wheaties on network radio after the new product had gotten off to a shaky start and some company executives had urged it be abandoned.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: Feb. 2 through Feb. 8. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—Special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv station

APPLICATION

***Milwaukee, Wis.—Milwaukee Board of Vocational & Adult Education.** Uhf ch. 36 (602-608 mc); ERP 29.5 kw visual, 15.8 kw aural; antenna height above average terrain 400 ft., above ground 1,079 ft. Estimated construction cost $8,968. P.O. address 1015 N. 6th St. Studio location 1015 N. 6th St. Transmitter location 3907 N. Sherburn Place, Shorewood, Wis. Geographic coordinates 43° 05' 19" N. Lat., 87° 53' 46" W. Long. Trans. RCA, antenna Alford. Legal counsel John Fleming, Milwaukee. Land, building and tower are to be provided by WITI-TV Milwaukee.

Existing tv stations

ACTIONS BY FCC

KTVT (TV) Fort Worth, Tex.—Granted waiver of Sec. 3.652(a) of rules to permit station to identify itself as Fort Worth-Dallas station. Commr. Bartley dissented. Ann. Feb. 3.

KBTX-TV Bryan, Tex.—By letter, denied request for waiver of Sec. 3.610 and 3.611(b)(2) of rules and dismissed application to increase vis. ERP from 60.3 to 100 kw and aur. ERP from 30.2 to 50 kw, increase ant. height from 410 to 1,270 ft., and move trans. site from near Bryan to near Deanville, in direction of Corpus Christi, as patently not in accordance with Commission's rules, pursuant to Sec. 1.307(a). Commr. Cross dissented. Ann. Feb. 3.

New am stations

ACTIONS BY FCC

Grand Junction, Colo.—G&P Enterprises. Granted 1340 kc, 250 w. P.O. address 2425 Marshall St., Denver, Colo. Estimated construction cost $23,112, first year operating cost $36,000, revenue $48,000. Equal partners are **Wallace R. Geiger** and **Horace T. Puckett.** Mr. Geiger is employe KDEN Denver. Mr. Puckett owns retail service station. Ann. Feb. 2.

Troy, N. C.—Montgomery County Bcstg. Co. Granted 1390 kc, 500 w-D. P.O. address Box 35. Ann. Feb. 2.

Valdese, N. C.—Central Bcstg. Co. Granted 1490 kc, 250 w. P.O. address Box 629, Belmont, N. C. Ann. Feb. 8.

Wharton, Tex.—V. M. Preston. Granted 1500 kc, 500 w, DA-1. P.O. address 118 S. Houston, Wharton. Estimated construction cost $23,939, first year operating cost $36,000, revenue $42,000. Mr. Preston owns and operates Wharton Pub. Co. Ann. Feb. 8.

APPLICATIONS

Glasgow, Ky.—John M. Barrick. 1440 kc, 1 kw D. P.O. address 310 Seay St. Estimated construction cost $12,720, first year operating cost $35,000, revenue $40,000. Mr. Barrick, sole owner, is radio salesman and half-owner of construction firm. Ann. Feb. 7.

Shenandoah, Pa.—Schuykill Trans-Audio Corp. 1530 kc, 250w D. P.O. address Oppenheimer Bldg. Estimated construction cost $29,845, first year operating cost $45,000, revenue $60,000. Principals are **Naysh C. Brennan** (20%), **Frank J. Toole** (20%), **Louis H. Murray** (15.6%), **John L. Miller** (15.6%), **Martin F. Malarkey Jr.** (15.6%) and **David R. Wolf** (13.2%). Mr. Brennan is dentist with lumber and plumbing interests. Mr. Toole is attorney. Mr. Miller has textile and oil and gas distributing interests. Mr. Murray is general manager of WPAM Pottsville, Pa. Mr. Wolf is senior staff announcer of WJAC-TV Johnstown, Pa. Mr. Malarkey has catv and chemical interests. Ann. Feb. 8.

Rhinelander, Wis.—Rhinelander Television Cable Corp. 1300 kc, 5 kw D. P.O. address Box 179. Estimated construction cost $28,703, first year operating cost $40,000, revenue $48,000. **Clarence W. Gilley,** sole owner, also owns catv system. Ann. Feb. 8.

Existing am stations

ACTIONS BY FCC

KPOL Los Angeles, Calif.—Granted increased daytime power from 10 kw to 50 kw, change from DA-N to DA-2, continued operation on 1540 kc, 10 kw-N; engineering conditions. Ann. Feb. 8.

WRFB Tallahassee, Fla.—Granted mod. of cp to change from 1580 kc to 1410 kc, continuing operation with 5 kw, D. Ann. Feb. 2.

WMFG Hibbing, Minn.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering condition. Ann. Feb. 2.

WKLK Cloquet, Minn.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Ann. Feb. 2.

WHLB Virginia, Minn.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering condition. Ann. Feb. 2.

WSNY Schenectady, N. Y.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Ann. Feb. 8.

KOZI Chelan, Wash.—Granted change of

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facilities from 1220 kc, 1 kw, D, to 1230 kc, 250 w-N, 1 kw-LS; remote control permitted; engineering condition. Ann. Feb. 2.

KREW Sunnyside, Wash. — Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering condition. Ann. Feb. 2.

WAUX Waukesha, Wis.—Granted increase of power from 250 w to 10 kw with DA, continued operation on 1510 kc, D; engineering conditions. Ann. Feb. 2.

APPLICATIONS

KDAY Santa Monica, Calif.—Cp to change hours of operation from daytime to unlimited using power of 10 kw, 50 kw-LS, employing directional antenna night & day. (1580kc) Ann. Feb. 8.

KWBW Hutchinson, Kan.—Cp to increase daytime power from 250 w to 1 kw, and make changes in transmitting equipment. (1450kc) Ann. Feb. 7.

WFFF Columbia, Miss.—Mod. of cp (for new station) to change frequency from 1600 kc to 1360 kc; increase power from 500 w to 1 kw, change type trans., and make changes in ground system. Ann. Feb. 8.

WREL Lexington, Va.—Cp to increase daytime power from 250 w to 1 kw, install new trans. (1450kc) Ann. Feb. 8.

WNAM Neenah, Wis.—Cp to increase daytime power from 1 kw to 5 kw, change from DA-N to DA-1, install new trans. Request waiver of Sec. 3.24(g) of commission rules. (1280kc) Ann. Feb. 8.

KOVE Lander, Wyo.—Cp to increase daytime power from 1 kw to 5 kw, and install new trans. (1330kc) Ann. Feb. 7.

New fm stations

ACTIONS BY FCC

Naples, Fla.—Radio Naples Inc. Granted 94.5 mc, 5.4 kw. Ant. height above average terrain 115 ft. P.O. address Box 1026. Estimated construction cost $11,821, first year operating cost $10,000, revenue $12,500. FM will duplicate WNOG Naples, Fla. Ann. Feb. 8.

Midland, Mich.—Midland-Mid-State Bcstg. Corp. Granted 99.7 mc, 40 kw. P.O. address P.O. Box 289, East Lansing, Mich. Estimated construction cost $52,100, first year operating cost $40,000, revenue $44,500. Applicants are **Mid-State Bcstg. Corp.**, 51%, and **Delta College** 49%. **Mid-State Bcstg. Corp.**, licensee of WSWM East Lansing, Mich., is group headed by John P. McGoff, president. Ann. Feb. 8.

Buffalo, N. Y. — Donald B. Crawford. Granted 99.5 mc, 110 kw. Ant. height above average terrain 640 ft. P.O. address 1230 E. Mermaid Lane, Philadelphia, Pa. Estimated construction cost $56,488, first year operating cost $35,000, revenue $40,000. Mr. Crawford is employe of WPCA-TV Philadelphia. Ann. Feb. 2.

Beaumont, Tex. — Woodland Bcstg. Co. Granted 95.1 mc, 2.4 kw. Ant. height above average terrain 430 ft. P.O. address Box 2953, Houston, Tex. Estimated construction cost $10,990, first year operating cost $9,000, revenue $12,000. **Gerald R. Proctor,** sole owner, is construction accountant. Ann. Feb. 2.

Sinton, Tex. — Southern Bcstg. Corp. Granted 101.3 mc, 9.2 kw. P.O. address P.O. Box 1581, Corpus Christi, Tex. Estimated construction cost $29,000, first year operating cost $12,000, revenue $6,000. Permittee's fm will duplicate KTOD Sinton, Tex. Ann. Feb. 2.

Tyler, Tex.—Old Center Bcstg. Co. Granted 93.1 mc, 4.2 kw. Ant. height above average terrain 380 ft. P.O. address 440 Petroleum Bldg. Estimated construction cost $20,700, first year operating cost $15,000, revenue $10,000. Principals include **L. S. Torrans** and **Bryan L. Scott,** 49% each, **Margaret H. Torrans** (wife of L. S. Torrans), and **Lois V. Scott** (wife of Bryan Scott) 1% each. Oil Center Bcstg. Co. owns KGKB Tyler, Tex. Ann. Feb. 2.

Norfolk, Va. — WTAR Radio-Tv Corp. Granted 95.7 mc, 15 kw. Ant. height above average terrain 880 ft. P.O. address 720 Boush St. Estimated construction cost $30,000. Permittee also is licensee of WTAR-AM-TV Norfolk. Ann. Feb. 2.

APPLICATIONS

Hemet, Calif.—Ramona Bcstg. Co. 105.5 mc, 660 w. U. Ant. height above average terrain —263 ft. P.O. address P.O. Box 1076. Estimated construction cost $8,050, first year operating cost $1,000, revenue $1,000. Principals are **Robert B. Griffin** (52%), **Paul O. Sprague** (32%) and **Robert T. Griffin** (16%). They hold similar interests in KHSJ Hemet. Messrs. Griffin are father and son. Ann. Feb. 7.

Ridgecrest, Calif.—Ridgecrest Bcstg. Co. 105.5 mc, 432 w. Ant. height above average terrain —264 ft. P.O. address P.O Box 696 Estimated construction cost $5,681, first year operating cost $2,000, revenue $3,200. **Israel Sinofsky,** sole owner, is manager, owner and chief engineer of KRKS Ridgecrest. Ann. Feb. 7.

Santa Clara, Calif.—Robert E. and Marcella Podesta. 103.3 mc, 1 kw U. Ant. height above average terrain 568 ft. P.O. address 2775 Park Ave. Estimated contstruction cost $14,100, first year operating cost $18,000, revenue $25,000 Mr. & Mrs. Podesta are joint tenants. He owns public relations firm and telephone answering service. She is housewife. Ann. Feb. 7.

Cheyenne, Wyo.—The Great West Co. 106.3 mc, 250 w. U. Ant. height above average terrain 203 ft. P.O. address P.O. Box 926. Estimated constguction cost $12,058, first year operating cost $6,450, revenue $16,000. Principals are **W. P. Wright, A. C. Etter, O. D. Dillingham, E. L. Thornton** and **N. E. Jorgensen** (20% each). Applicants each have 20% interest in KVWO Cheyenne and interests in KWKC Abilene, Tex., except Mr. Jorgensen, Washington attorney, who has no interets in latter. Ann. Feb. 1.

Existing fm stations

ACTIONS BY FCC

■ Following fm stations were granted Subsidiary Communications Authorizations to engage in multiplex operations: KLAC-FM Los Angeles, Calif., and WERI-FM Westerly, R. I., and mod. of SCA of WKOP-FM Binghamton, N. Y., conditions. Ann. Feb. 8

Ownership changes

ACTIONS BY FCC

KPOI-AM-FM Honolulu, Hawaii—Granted acquisition of positive control by **Colgreene Bcstg. Inc.,** now 26% owner, through purchase of additional 25% of stock from **Thomas F. Hollinger;** consideration $83.750. Colgreene is licensee of WHUC Hudson, N. Y. Ann. Feb. 8.

KGIN-TV Grand Island, Neb. — Granted (1) assignment of cp to Cornhusker Television Corp. (KOLN-TV Lincoln; owned 97.8% by John E. Fetzer who has controlling interest in WKZO-AM-TV Kalamazoo, WWTV (TV), Cadillac, and WJEF-AM-FM Grand Rapids, Mich.); consideration $2,500 for out-of-the pocket expense, and (2) extended completion date to June 13. It is proposed that KGIN-TV will be operated as a satellite to KOLN-TV. Commissioner Bartley dissented. Ann. Feb. 8.

WWPA Williamsport, Pa.—Granted assignment of licenses to **Summit Enterprises Inc.** (**Woodrow W. Ott,** president); consideration $207,000 less certain deductions. Ann. Feb. 8.

KTHT Houston, Tex.—Granted assignment of license to **Winston-Salem Bcstg. Inc.** (WSGN Birmingham, Ala., WTOB-AM-TV Winston-Salem, N. C., and interests in WBMG (TV) Birmingham, and WAPA-TV San Juan, P. R.); consideration $1,500,000. Ann. Feb. 8.

APPLICATIONS

KARK-AM-TV Little Rock, Ark.—Seeks involuntary transfer of control of stock of late **T. H. Barton,** 80% owner, to **Madeline M., Clark N.** and **T. K. Barton,** co-executors of his estate. Ann. Feb. 7.

KSDA Redding, Calif.—Seeks transfer of control of Radio Redding Inc. through sale of 100% of stock by **Wilford B. Moench** to **J. L. Carpenter, J. R. Short** and **R. E. Welch** for $59,500. After transfer Mr. Welch will hold 51%, Mr. Short 10% and Mr. Carpenter 39%. Mr. Welch is in concrete and gravel business; Messrs. Carpenter and Short are general manager and chief engineer, respectively, of KHOF-FM Los Angeles. Ann. Feb. 8.

WMDF Mount Dora, Fla.—Seeks assignment of license from **Hellmut E.** and **Dorothy C. Lippmann** to **WMDF Inc.** Change to corporate form of business; no consideration involved. Ann. Feb. 7.

WAUC Wauchula, Fla.—Seeks transfer of control of Hardee Bcstg. Co. by sale of 50 shares of common stock from **Edmund D.** and **Laura F. Covington** to **Robert S., Virginia L.** and **Thomas B .Taylor** for $10,786. Taylor family will then own all stock in company. Ann. Feb. 7.

Casey Bcstg. Assoc., Honolulu, Hawaii—Seeks assignment of cp to **Robert Sherman** for $8,000. Purchaser has half interests in KHOE Truckee, Calif. and KSVN Ogden, Utah. Ann. Feb. 7.

WASK Lafayette, Ind.—Seeks transfer of control to **Henry Rosenthal** through sale of 300 shares of capital stock to him from **D&B Equipment Co.** and 100 shares from **Alvin H. Huth** for $40,500. This would give Mr. Rosenthal 400 of 420 shares outstanding. Ann. Feb. 8.

KASI Ames, Iowa—Seeks assignment of license from **Story County Bcstg. Co.** to **Wapello County Bcstg. Co.** for $107,500. Purchaser operates KBIZ Ottumwa, Iowa. Ann. Feb. 7.

WREB Holyoke, Mass.—Seeks assignment of license from **Valley Bcstg. Corp.** to **Donald T. Hancock** for $150,000. Purchaser is radio-tv announcer. Ann. Feb. 1.

WBEC Pittsfield, Mass.—Seeks assignment of license from **Western Massachusetts Bcstg. Co.** to **WBEC Inc.** for $189,400. WBEC Inc. is owned by **Richard S. Jackson,** independent radio-tv producer. Ann. Feb. 7.

WFME (FM) Detroit—Seeks assignment of cp from **Jacob Wilson Henock** to **Robert M. Parr** for out-of-pocket expenses of $2,550. Mr. Parr is Baptist minister and owner of WRMP (FM) Allen Park, Mich. Ann. Feb. 7.

KMOS-TV Sedalia, Mo., KMBC-AM-TV and KFRM (FM) Kansas City, Mo.—Seeks assignment of license from **Cook Bcstg. Co.** to **Metropolitan Bcstg. Co.** for $10,250,000. ($200,000 for KMOS-TV; $9,650,000 for KMBC-AM-TV. Rest is for KFRM.) Metropolitan stations are WNEW-AM-FM-TV New York; WTTG (TV) Washington; WHK-AM-FM Cleveland; KOVR (TV) Stockton, Calif.; WIP-AM-FM Philadelphia; WTVH (TV) Peoria, Ill.; WTVP (TV) Decatur, Ill., and WRUL Scituate, Mass. Ann. Feb. 8.

KSYX Santa Rosa, N. M.—Seeks assignment of license from **Jim H. Speck** to **W. I. Driggers** for $20,000. Purchaser operates cattle ranch. Ann. Feb. 7.

WSSB Durham, N. C.—James S. Beattie, owner, seeks joint tenancy with his wife **Betty L. Beattie.** No financial considerations involved. Ann. Feb. 8.

KFLW Klamath Falls, Ore.—Seeks assignment of cp from **Calortex Corp.** to **David F. Snow.** Ann. Feb. 7.

WARC Milton, Pa.—Seeks assignment of cp from **Williamsport Radio Bcstg. Assoc. Inc.** to **WMLP Inc.** for $7,250. Purchaser operates other station in Milton. Ann. Feb. 1.

WKST-TV Youngstown, Ohio; WKST Newcastle, Pa.—Seeks transfer of control by

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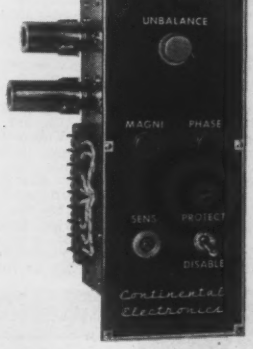

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MANUFACTURING COMPANY
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sale of 81.2% of stock from **S. W.** and **Wanda E. Townsend** to **WKST-TV Inc.** for $975,000. **Edwin E. Estabrook Jr.** is president and 100% stockholder of WKST-TV Inc. He also owns 50% of WCUE Akron, Ohio. Ann. Feb. 8.

WCIV (TV) Charleston, S. C.—Seeks assignment of cp from **Atlantic Coast Bcstg. Corp.** to **First Charleston Corp.** for $12,500 and ⅓ stock ownership. Other major stockholders will be **Edwin H. Cooper**, lawyer; **Margaret W. Cooper**, housewife, **Geddings H. Crawford**, banker; **Richard deG. Keenan**, oilman, and **Phil E. Pearce**, broker, 10% each. Ann. Jan. 30.

KIHO Sioux Falls, S. D.—Seeks assignment of license from **Sioux Empire Bcstg. Co.** to **Northwestern College**, Minneapolis for $100,000. College also owns KTIS-AM-FM Minneapolis, KNWS Waterloo, Iowa, and KFNW Fargo, N. D. It will operate KIHO as non-commercial station, as are others. Ann. Feb. 7.

WMAK Nashville, Tenn.—Seeks transfer of control of **WCMI Radio Inc.** to **John R. Ozier** for $25,000 for 50% interest. Mr. Ozier has outdoor advertising and soft-drink bottling interests. Ann. Feb. 7.

KIZZ El Paso, Tex.—Seeks assignment of license from **Corando Bcstrs.** to **Sunland Bcstg. Co.** for $85,500. Purchasers are **I. T. Cohen, Anne H. Cohen, Norman L. Posen and Miriam W. Posen** (25% each). Mr. Cohen owns advertising agency and is employe of WEEL Fairfax, Va. Mrs. Cohen is housewife. Mr. Posen is employe of WCAW Charleston, W. Va. Mrs. Posen is housewife. Ann. Feb. 7.

WBNB (TV) Charlotte Amalie, V I.—Seeks transfer of 9⅓% of stock of **Island Television Service Inc.** from **Robert Moss** and similar amount from **Robert E. Noble Jr.**, presently holding 50% each. 10% interest is being sold to **Kenneth E. Granger** and 6⅔% **Mrs. Faye R. Russell.** Ann. Feb. 8.

WPDR Town of Pacific, Wis.—Seeks assignment of license from **Portage Bcstg. Co.** to **Comstock Publishing Co.** Both companies have same officers and seek consolidation. No consideration involved. Ann. Feb. 7.

KBBS Buffalo, Wyo.—Seeks transfer of majority control by sale of stock by **Malcolm D. Wyman** to **Edward H. Weinberg.** Mr. Wyman held 51% interest, now holds 29% interest; with purchase of 20 shares from Mr. Wyman for $10,000 and 5 shares from **Jack Rosenthal** for $2,500, Mr. Weinberg holds 28%, as does Mr. Rosenthal. Ann. Feb. 8.

KASL Newcastle, Wyo.—Seeks transfer of control through sale of 10,500 shares of common stock, 60% of total, by **Stella Sue Parrott** to **Northern Wyoming Bcstg. Corp. Malcolm D. Wyman** (29%), **Jack Rosenthal** (28%) and **Edward H. Weinberg** (28%) will hold majority of stock in station. **William L. Fisher** sold 7,000 shares. Aggregate price: $40,000. Ann. Feb. 8.

Hearing cases

FINAL DECISIONS

■ Commission gives notice that Dec. 16, 1960 initial decision which looked toward granting application of Bay Video Inc., for new tv station to operate on ch. 13 in Panama City, Fla., became effective Feb. 6 pursuant to sec. 1.153 of rules. Ann. Feb. 6.

■ By memorandum opinion and order, Commission granted petition by Marion Radio Corp., removed from consolidated proceeding in Dockets 13694 et al., and granted its application to increase daytime power of WBAT Marion, Ind., from 250 w to 500 w, continued operation on 1400 kc, 250 w-N, conditioned to accepting such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw. Ann. Feb. 8.

■ By memorandum opinion and order, commission granted petition by Franklin Bcstg. Co., severed from consolidated proceeding in Dockets 13741 et al., and granted its application to increase daytime power of WMIN St. Paul, Minn., from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N, conditioned to accepting such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw. Ann. Feb. 8.

STAFF INSTRUCTIONS

■ Commission on Feb. 3 directed preparation of document looking toward granting application of KDEF Bcstg. Co. to change operation of KDEF Albuquerque, N. M., on 1150 kc from 1 kw, D, to unl. time with 1 kw-D, 500 w-N, DA-N. July 29, 1960 initial decision looked toward this action. Ann. Feb. 6.

■ Commission on Feb. 3 directed preparation of document looking toward granting application of Kingsport Bcstg. Inc., to change facilities of WKPT Kingsport, Tenn., from 1400 kc, 250 w, unl., to 1550 kc, 10 kw, D, and denying application of John K. Rogers for new station to operate on 1550 kc, 1 kw, D, in Bristol, Tenn. July 5, 1960 initial decision looked toward this action. Ann. Feb. 6.

■ Commission on Feb. 3 directed preparation of document looking toward granting application of Star of the Plains Bcstg. Co. for new am station to operate on 1050 kc, 250 w, D, in Slaton, Tex., and denying application of Plainview Radio for new station to operate on same frequency with 1 kw, D, DA, in Plainview, Tex. April 20, 1960 supplemental initial decision looked toward this action. Ann. Feb. 6.

Announcement of these preliminary steps does not constitute commission action in such cases, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decisions.

INITIAL DECISIONS

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward granting application of Altamaha Bcstg. Corp. to increase power of station WBGR Jesup, Ga., from 1 kw to 5 kw, continued operation on 1370 kc, D. Ann. Feb. 8.

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward granting applications of Alexandria Bcstg. Corp. to change facilities of KXRA, Alexandria, Minn., from 1490 kc, 250 w, unl., to 1230 kc, 1 kw-LS, 250 w-N, and KISD Inc., to increase daytime power of KISD Sioux Falls, S. D., on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w, adn denying application of Western Minnesota Bcstg. Co. to change facilities of KMRS Morris, Minn., from 1570 kc, 1 kw, D, to 1230 kc, 250 w, unl. Ann. Feb. 7.

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting applications of Floyd Bell for new am station to operate on 940 kc, 1 kw, D, in Texarkana, Tex., and Belton Bcstrs. Inc., for new station on 940 kc, 1 kw, D, DA, in Belton, Tex. Ann. Feb. 7.

■ Hearing Examiner Elizabeth C. Smith issued initial decision looking toward granting applications of Finley Bcstg. Co. to increase power of KSRO Santa Rosa, Calif., on 1350 kc from 1 kw, DA-1, unl., to 5 kw, DA-N, unl.; Western States Radio (KIST), Santa Barbara; KATY, Sweetheart of San Luis Obispo, Inc. (KATY), San Luis Obispo; KOMY Inc. (KOMY), Watsonville, and McMahan Bcstg. Co. (KMAK), Fresno, to increase daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; with KIST, KATY, KOMY and KMAK subject to condition that permittee shall accept such interference as may be imposed by other existing class IV stations in event these stations are subsequently authorized to increase power to 1 kw. Ann. Feb. 7.

OTHER ACTIONS

■ By memorandum opinion and order, commission denied petition by Atlantic City Bcstg. Co. (WLDB, 1490 kc, 250 w, unl.), Atlantic City, N. J., for special reconsideration, reinstatement of application to increase daytime power to 1 kw, and for acceptance of amendment; returned amendment tendered for filing Jan. 3. Application was dismissed Nov. 30 for failure to file engineering data required by revised sec. V-A of FCC Form 301 by Nov. 3 cut-off date. Ann. Feb. 2.

■ By memorandum opinion and order, commission denied petition by WWNS Inc. (WWNS, 1240 kc, 250 w, unl.), Statesboro, Ga., for reinstatement of its application to increase daytime power from 250 w to 1 kw. Application was dismissed Nov. 30 for failure to file engineering data required by revised sec. V-A of Form 301 by Oct. 3 cut-off date. Ann. Feb. 2.

■ By memorandum opinion and order, commission dismissed protests and petitions for reconsideration by Rodio Radio and Marymac Bcstrs., applicants for new am stations to operate on 1320 kc, 500 w, DA, D, Hammonton, N. J., and 1570 kc, 1 kw, DA, D, Ventnor-Margate, N. J., respectively, directed against Dec. 7 grant of cp to Hammonton Bcstg. Co. for new am station to operate on 1580 kc, 250 w, D, in Hammonton, N. J. Comr. Bartley not participating. Ann. Feb. 2.

Burlington Bcstg. Co., Burlington, N. J.; Burlington County Bcstg. Co., Mt. Holly-Burlington Bcstg. Co., Mount Holly, N. J.—Designated for consolidated hearing applications for new am stations to operate on 1460 kc, 5 kw, DA-2, unl., made WFPG Atlantic City, N. J., party to proceeding. Comr. Cross dissented. Action Feb. 8.

WAMD Aberdeen, Md.—Designated for hearing application to change operation on 970 kc, 500 w, from daytime only DA to unl. time with DA-2. Comr. King not participating. Ann. Feb. 8.

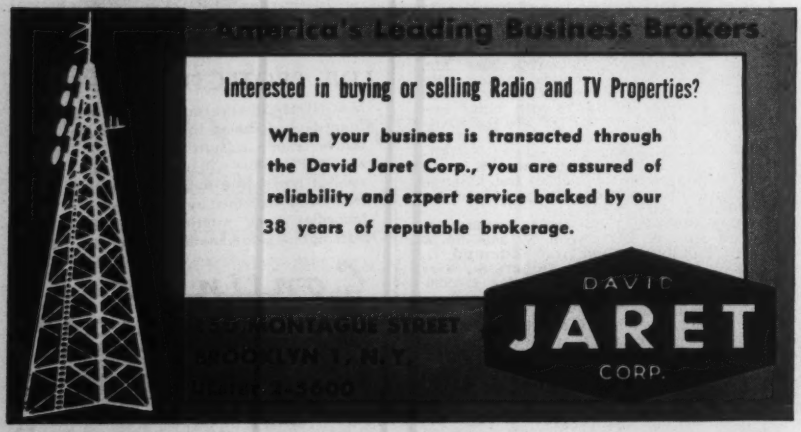
■ By memorandum opinion and order, commission denied petition by Edward L. Waterman to sever from consolidated proceeding in Dockets 12604 et al., and grant his application for new class A fm station to operate on 105.5 mc in Park Forest, Ill. Comr. King not participating. Ann. Feb. 8.

■ By memorandum opinion and order, commission denied petition by WMAX Inc., for rehearing on Sept. 7, 1960 decision which denied its application to increase power of WMAX Grand Rapids, Mich., from 1 kw to 5 kw, continued operation on 1480 kc, D. Comr. King not participating. Ann. Feb. 8.

■ By memorandum opinion and order, commission denied petition by Metropolitan Bcstg. Corp., for reconsideration of Nov. 22 action which enlarged issues in Wilmington, Del., tv ch. 12 comparative proceeding; and, on commission's own motion, modified issue 7(d) relative to programming service proposed in each of applications as considered in light of the following factors: (1) whether there are particular types or classes of programs for which there is unfulfilled need in area proposed to be served; (2) extent to which program proposal of each applicant would meet such needs. Comr. Cross concurred and issued statement; Comr. King dissented and issued statement.

Saul M. Miller, Reading, Pa.; Arthur W. Arundel, Charleston, W. Va.; Suburban Bcstg. Corp., Elkton, Md.; Lancaster County Bcstrs., Lancaster, Pa.; Elias and Robinson, Glen Burnie, Md.; North Penn Bcstg. Co., Quakertown, Pa—Designated for consolidated hearing applications for new am stations to operate on 1550 kc; Miller with 1 kw, D, Arundel with 5 kw, D, Suburban with 250 w, DA, D, Lancaster with 1 kw, DA, D, Elias and Robinson with 250 w, DA-2, unl., and North Penn with 250 w, D; made WBOF Virginia Beach, Va., WBUX Doylestown, Pa., and WJMJ Philadelphia, Pa., parties to proceeding. Ann. Feb. 2.

Edward Walter Piszczek & Jerome K. Westerfield, Des Plaines, Ill.—Designated for hearing application for new class A fm station to operate on 96.7 mc with 1 kw; ant. height 246 ft., made WBBM-FM, WNIB both Chicago, WJOL-FM Joliet, Ill., and Federal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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Feb. 9

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,524	32	127	801
FM	772	67	191	116
TV	478	21	81	96

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Feb. 9

	VHF	UHF	TV
Commercial	455	78	533
Non-commercial	38	16	54

COMMERCIAL STATION BOXSCORE

Compiled by FCC Dec. 31

	AM	FM	TV
Licensed (all on air)	3,514	755	478[1]
CPs on air (new stations)	33	66	17[2]
Cps not on air (new stations)	120	197	84
Total authorized stations	3,667	1018	634
Applications for new stations (not in hearing)	612	72	30
Applications for new stations (in hearing)	179	30	64
Total applications for new stations	791	102	94
Applications for major changes (not in hearing)	545	46	33
Applications for major changes (in hearing)	275	4	19
Total applications for major changes	820	50	52
Licenses deleted	0	0	0
Cps deleted	0	1	28

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation.

Aviation Agency parties to proceeding. Ann. Feb. 2.

■ Commission scheduled following proceedings for oral argument on March 10: Biscayne Television Corp. (WCKT [TV]), East Coast Television Corp., South Florida Television Corp., and Sunbeam Television Corp.—Miami tv ch. 7 reopened proceeding in Dockets 10854 et al.;

Suburban Bcstrs. application for new fm station in Elizabeth, N. J. and

South Florida Amusement Inc., Publix Television Corp., and Coral Television Corp., applicants for ch. 6 in Perrine and South Miami, Fla. Ann. Feb. 8.

South Texas Telecasting Co., Tropical Telecasting Corp., Nueces Telecasting Corp. Corpus Christi, Tex.—Designated for consolidated hearing applications for new tv stations to operate on ch. 3. Comr. Cross dissented. Ann. Feb. 3.

WMUR-TV Manchester, N. H.—Designated for hearing application for mod. of cp to change trans. location from about 6.5 miles west of city to site approximately 17 miles southeast in direction of Boston, make changes in ant. system and reduce ant. height from 1,030 ft. to 520 ft.; made WJAR-TV Providence, R. I., party to proceeding. Ann. Feb. 3.

Jefferson County Bcstg. Co. Jefferson City, Tenn.—Designated for hearing application for new am station to operate on 1480 kc, 500 w, D; made WMSJ Sylva, N. C., party to proceeding. Ann. Feb. 8.

Santa Fe Bcstg. Co. Santa Fe, N. M.; Valley Bcstrs. Espanola, N. M.—Designated for consolidated hearing applications for new am stations to operate on 970 kc, 1 kw, D; made KMIN Grants, N. M., party to proceeding. Ann. Feb. 8.

■ By memorandum opinion and order, commission denied petition for reconsideration by WBVA-FM Woodbridge, Va., directed against Dec. 21, 1960, grant to U. S. Transdynamics Corp., Arlington, Va., to change call letters of its stations WARL-AM-FM to WAVA-AM-FM. Ann. Feb. 8.

■ By memorandum opinion and order, commission denied petition by WSTV Inc. (WSTV-TV) Steubenville, Ohio, requesting "particulars and time to reply" to proposal by West Virginia-Ohio Bcstg. Co. to add third vhf tv channel to the Wheeling-Steubenville area which was filed in proceeding on proposed interim policy on vhf tv channel assignments and amendment of Part 3 of rules concerning tv engineering standards. Ann. Feb. 8.

■ By memorandum opinion and order, commission, on its own motion, amended Oct. 12 grant of cp to James E. McKahan to increase daytime power of KSUE Susanville, Calif., from 250 w to 1 kw, continued operation on 1240 kc, 250 w-N, to include condition that permittee accept such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw. Ann. Feb. 2.

Routine roundup

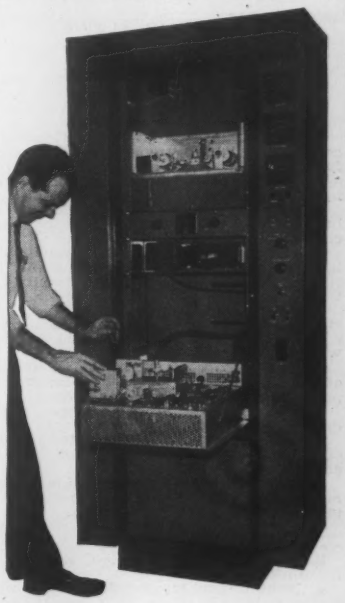
■ Commission granted authority to Triangle Publications Inc. to commence operation of KFRE-TV Fresno, Calif., on ch. 30 and, at same time, granted it temporary authority to continue its present operation on ch. 12 until April 15, for purpose of providing continuity of service to public, to permit orderly transition from vhf-uhf to all uhf area, and to determine precise locations where uhf boosters or translators might be required to provide satisfactory uhf service. Grants are without prejudice to whatever measures commission may find appropriate to take, if any, in connection with its pending inquiry into compliance by Triangle with sec. 317 of Communications Act and commission rules. Comr. Craven not participating. (By report and order of July 7, 1960, commission deintermixed Fresno by deleting ch. 12 and substituting ch. 30, and modified KFRE-TV license accordingly.) Ann. Feb. 8.

■ By memorandum opinion and order, commission took following actions in proceeding on applications of Gila Bcstg. Co. for renewal of licenses of KCKY Coolidge, KCLF Clifton, KGLU Safford, KVNC Winslow, and KZOW and KWJB-FM Globe, all Arizona: (1) denied Gila's petition for reconsideration and grant of renewals without hearing; (2) granted motion by Broadcast Bureau to strike "response" of Earl Perrin Co. (proposed assignee); (3) granted Broadcast Bureau petition in part to add certain issues, and (4) made Earl Perrin Co. party respondent. Chmn. Ford concurred but would have granted that part of Broadcast Bureau petition which would have added issue to determine whether Gila had failed to maintain broadcast service without commission authorization and if so whether it is qualified to be licensee. Ann. Feb. 3.

■ By separate action, commission authorized Gila stations to remain silent for 90 days from Feb. 2. Chmn. Ford and Comr. Bartley dissented. Ann. Feb. 3.

■ Commission invites comments by March 2 to notice of proposed rulemaking looking toward amending tv table of assignments by substituting ch. 52 for ch. 44 in Vincennes, Ind., and ch. 44 for ch. 52 in Princeton, Ind. It would involve substituting ch. 76 for ch. 60 in Washington, Ind., since site intended by Vincennes U., which petitioned for ch.

NEWEST IN THE LINE OF RCA FM TRANSMITTERS



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52 in Vincennes, would result in short mileage separation to ch. 60 reference point in Washington. Vincennes U. stated that it desires to operate partly educational and partly commercial on ch. 52, using equipment of Southern Indiana Telecasting Inc., which recently surrendered its permit for WRAY-TV on ch. 52 in Princeton. Ann. Feb. 3.

BROADCAST ACTIONS

by Broadcast Bureau
Actions of Feb. 3

WMFP (FM) Fort Lauderdale, Fla. — Granted license for fm station.

KDMI (FM) Des Moines, Iowa—Granted license for fm station.

WRBL-FM Columbus, Ga.—Granted license covering decrease in ERP, change frequency, trans. location, changes in ant. system, increase ant. height, installation new trans. and ant.

WFBR Baltimore, Md.—Granted mod. of license to operate main trans. by remote control; conditions.

WTHE Spartanburg, S. C.—Granted cp to install a new trans. and change studio location (trans. location); remote control authority deleted.

WFBR Baltimore, Md.—Granted cp to install new trans. (main trans. location) as auxiliary trans.; remote control permitted while employing DA-1.

WNOR Norfolk, Va.—Granted cp to change ant.-trans. location and studio location; remote control permitted; condition.

WBET Brockton, Mass.—Granted mod. of cp to change type trans.

WAAS Ashburn, Ga.—Granted mod. of cp to change ant.-trans. and studio location; conditions.

WSTV-TV Steubenville, Ohio—Granted mod. of cp to change type transmitters and make other equipment changes.

Actions of Feb. 2

WHAN Haines City, Fla.—Granted license for am station.

■ Granted licenses for the following fm stations: WSAB (FM) Mt. Carmel, Ill., and KARO (FM) Houston, Tex.

■ Granted licenses for the following noncommercial educational fm stations: *WFCI (FM) Franklin, Ind.; *KTSR (FM) Kansas City, Mo.; *WGTB-FM, Washington, D. C. ***WGTS-FM Takoma Park, Md.**—Granted license covering change in ERP, ant. height and installation of new trans. and ant.

WTVB-FM Coldwater, Mich.—Granted license covering change in frequency, increase in ERP, decrease in ant. height and installation of new trans.

WCOW Sparta, Wis.—Granted license covering increase in power and installation of new trans.

WETZ New Martinsville, W. Va.—Granted cp to replace expired permit which authorized installation of a new trans. and change in trans. location.

KYRO Potosi, Mo.—Granted cp to change ant.-trans. and studio location.

WZST Tampa, Fla.—Granted mod. of cp to change ant.-trans. location (same description).

KOL-FM Seattle, Wash.—Granted mod. of cp to change trans. and ant.

WARN Fort Pierce, Fla.—Granted mod. of cp to make changes in DA pattern.

KHOQ Hoquiam, Wash.—Granted extension of completion date to March 27.

Actions of Feb. 1

KGST Fresno, Calif.—Granted involuntary assignment of license to **J. J. Nagel**, Executor of the Estate of **Juan Mercado**, deceased.

WSTP AM-FM Salisbury, N. C.—Granted acquisition of positive control by **Thomas D. Harrell Jr.**, through sale of stock by **John J. Ikner Jr., Theodore W.** and **Margaret T. Austin** to **WSTP, Inc.**

WRPB Warner Robins, Ga.—Granted acquisition of positive control by **Edgar M. Nobles** through purchase of stock from **Henry P. Hancock.**

KVIL, unassigned fm—Highland Park and Dallas, Tex.—Granted acquisition of positive control by **John J. Coyle** through purchase of unissued stock from **University Advertising Co.**

KWTV (TV) Oklahoma City, Okla. — Granted acquisition of negative control by **Central South Sales Co.** through corporate reorganization (main trans. & ant. and aux. ant.).

KATV (TV) Little Rock, Ark.—Granted acquisition of positive control by **John T. Griffin** through corporate reorganization.

■ Granted licenses for following fm stations: WBAY-FM, Green Bay, Wis.; WVTS (FM) Terre Haute, Ind.; KCHV-FM, Coachella, Calif.; KHQ-FM, Spokane, Wash.; WFMG (FM) Gallatin, Tenn.; WIBF (FM) Jenkintown, Pa.; WRLB (FM) Long Branch, N. J.; WDTM (FM) Detroit, Mich.

KACE-FM Riverside, Calif.—Granted license covering increase in ERP and installation of new trans.

WFMQ (FM) Chicago, Ill.—Granted license covering increase in ERP and installation of new trans.; ERP 36 kw.

WBKV-FM West Bend, Wis.—Granted license covering changes in transmitting equipment.

KRES St. Joseph, Mo.—Granted license covering installation of aux. trans. with remote control operation of trans. while using non-DA.

WRLX (FM) Hopkinsville, Ky.—Granted license covering increase in ERP and changes in transmitting equipment.

WHIO Dayton, Ohio—Granted license covering installation of new alternate main trans.

■ Granted renewal of licenses of Wometco Enterprises Inc., WTVJ (TV) and auxiliaries, Miami, Fla., with Comrs. Hyde and Lee concurring; also Radio Station WRHC Inc., for am station WRHC Jacksonville, Fla., Comrs. Craven and King not participating. Ann. Feb. 2.

WBIE-FM Marietta, Ga.—Granted license covering increase in ERP, decrease in ant. height and installation of new ant.

WSYR-FM Syracuse, N. Y.—Granted license covering increase in ERP and ant. height, installation of new trans. and ant. and changes in ant. system.

WCTW-FM New Castle, Ind.—Granted license covering move of ant.-trans. and studio location; increase in ERP, decrease of ant. height and installation of new ant.; ant. height 240 ft.

WBRC-FM Birmingham, Ala.—Granted license covering decrease in ERP, increase of ant. height and changes in ant. system.

WPAT Paterson, N. J.—Granted license covering installation of alternate main trans.

WICY Malone, N. Y.—Granted license covering increase in daytime power and installation of new trans.

WRWH Cleveland, Ga.—Granted license covering increased power and change of type trans.

KHOG Fayetteville, Ark.—Granted license covering change of frequency; increase power; change hours of operation and installation of new trans.

WOW Omaha, Neb.—Granted license covering installation of aux. trans. with remote control operation.

WBRB Mt. Clemens, Mich.—Waived Sec. 3.30(a) of rules and granted mod. of license to permit establishment of main studio outside corporate limits of Mt. Clemens, Mich.

WINB Red Lion, Pa.—Granted extension of completion date to Sept. 18.

Actions of Jan. 31

■ Waived sec. 4.709(b) of rules and granted special temporary authority for following vhf tv repeater station: Town of Grand Lake, ch. 11, Grand Lake area, Colo. (KTVR (TV) ch. 2, Denver, Colo.).

KMET Paradise, Calif.—Granted license for am station.

■ Granted licenses for following fm stations: KQUE (FM) Houston, Texas, and WRBS (FM) Baltimore, Md.

KSTN Stockton, Calif.—Granted license covering installation of alternate main trans. employing DA.

WRIV Riverhead, N. Y.—Granted license covering installation of old main trans. as aux. trans. daytime.

WFRX West Frankfort, Ill.—Granted license covering changes in ant. system.

KTXL San Angelo, Tex.—Granted license covering installation of new trans.

WJHO Opelika, Ala.—Granted license covering installation of new trans.

WGTM Wilson, N. C.—Granted mod. of license to operate trans. remote control using DA, conditions.

WKJG Fort Wayne, Ind.—Granted mod. of license to operate trans. by remote control during daytime hours; conditions.

WWVA-FM Wheeling, W. Va.—Granted cp to increase ERP to 23 kw, change frequency from 98.7 mc to 101.9 mc, and install new trans.

WNEM-FM Bay City, Mich.—Granted mod. of cp to install new trans. and increase ERP to 86 kw.

■ The following stations were granted extensions of completion dates as shown: WISE Asheville, N. C., to July 1; WFMD-FM Frederick, Md., to March 13; KMBY Monterey, Calif., to March 26; WFNC Fayetteville, N. C., to April 30; KBRB Arvada, Colo., to July 18; WITA-FM San Juan, P. R., to March 31; KDES Palm Springs, Calif., to April 29; WIAC-FM San Juan, P. R., to March 15.

KCSR Chadron, Neb.—Granted extension of authority to May 1 to sign-off at 6 p.m.,

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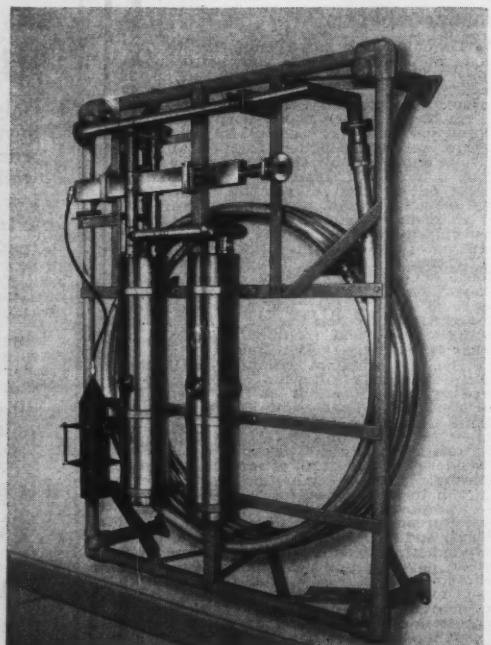

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Actions of Jan. 30

■ Waived sec. 4.709(b) of rules and granted STA for following vhf tv repeater stations: Adel T. V. Inc., ch. 4, Adel, Lake County, Ore.; Bison Commercial Club, chs. 7, 10 and 12, Town of Bison, S. D.; Clifton Chamber of Commerce, chs. 2 and 6, Clifton Community, Kan.; City of O'Neill, chs. 2 and 13, City of O'Neill, Neb.; Costilla County Tv Booster Assn., chs. 2 and 6, San Luis, Colo.; Lusk Tv Club, ch. 8, Lusk, Wyo.; Newcastle Tv Assn. Inc., ch. 13, Newcastle, Wyo.; Roy McLeod, ch. 2, Philipsburg, Mont.; Telluride Tv Assn., ch. 10, Telluride, Colo.; Toketee Falls Improvement Club, ch. 7, Toketee Falls, Ore.

WADK Newport, R. I.—Granted assignment of license to **Arnold Lerner** and **Joseph Mufson.**

WLBA Gainesville, Ga.—Granted assignment of license to **Ernest H. Reynolds, Jr.**

WTOK-TV Meridian, Miss.—Granted transfer of control through change in class of stock.

WEAD College Park, Ga.—Waived Sec. 3.30(a) of rules and granted mod. of license to permit establishment of main studio outside corporate limits of College Park, Ga.

WGAN Portland, Me.—Granted mod. of license to operate main trans. by remote control (DA-1); conditions.

WNEX Macon, Ga.—Granted cp to install new trans.

KRIG Odessa, Tex.—Granted cp to install new trans.

KBMS (FM) Los Angeles, Calif.—Granted cp to install trans. at the main trans. site as an aux. trans.

KSAL Salina, Kan.—Granted cp to install old main trans. (main trans. location) as alternate main trans.; remote control permitted while using non-DA.

***WDTR (FM) Detroit, Mich.**—Granted cp to install new trans., new ant.; increase ERP to 17 kw; ant. height to 175 ft.

KVOG Ogden, Utah—Granted cp to replace expired permit to increase daytime power and install new trans.

WLAN-FM Lancaster, Pa.—Granted cp to install new trans.

WAMV E. St. Louis, Ill.—Granted cp to install new trans. (main trans. location) as aux. trans.

WSBC-FM Chicago, Ill.—Granted cp to change trans. and increase ERP to 55 kw.

***WTJU (FM) Charlottesville, Va.**—Granted cp to install new trans.

WJDX-FM Jackson, Miss.—Granted cp to install trans. and ant. at main trans. site as aux. trans. and ant.

WOMC (FM) Detroit, Mich.—Granted cp to install new trans.; new ant.; increase ERP to 215 kw; decrease ant. height to 370 ft.; condition.

WTVL Waterville, Me.—Granted cp to install new trans.

WAFM (FM) Anderson, Ind. — Granted mod. of cp to increase ERP to 115 kw; ant. height to 470 ft.; change type ant. and make changes in ant. system.

WLDM (FM) Detroit, Mich.—Granted mod. of cps to change ant.; increase ERP to 165 ft.; decrease ant. height to 340 ft.; install old main ant. as aux. transmitter's ant.; decrease ERP to 99 kw; increase ant. height to 430 ft.

WMSA-FM Massena, N. Y.—Granted extension of authority to July 1 to remain silent.

WLSB Copper Hill, Tenn.—Granted authority to change operating hours from sign-on at 6 a.m. and sign-off at 10 p.m. to sign-on at 6 a.m. and sign-off at 7 p.m., except for special events for period ending June 1.

WGST Atlanta, Ga.—Granted request for cancellation of license for aux. trans.

KLER Orofino, Idaho—Remote control permitted.

■ The following stations were granted extensions of completion dates as shown: KBCA(FM) Los Angeles, Calif., to Aug. 15; WAFM(FM) Anderson, Ind., to May 15; KUTA Blanding, Utah, to July 31.

Action of Jan. 27

KUTE (FM) Glendale, Calif.—Granted extension of completion date to March 27.

Action of Jan. 16

KDAL-TV Duluth, Minn.—Granted mod. of license to change name to KDAL Inc.

ACTIONS ON MOTIONS

■ Commission granted petition by Transcontinent Television Corp. (WROC-TV), Rochester, N. Y., to extent of extending from Feb. 15 to March 31 and from Feb. 27 to April 11 time to file comments and replies in Syracuse and Rochester, N. Y., tv rulemaking proceedings. Action Feb. 3.

By Commissioner Robert E. Lee

■ Granted petition by Broadcast Bureau and extended to Feb. 10 time to respond to petition by Friendly Bcstg. Co. (WJMO), Cleveland Heights, Ohio, for reconsideration and grant without hearing of its am application which is consolidated for hearing with Dockets 13014 et al. Action Feb. 2.

■ Granted petition by Broadcast Bureau and extended to Feb. 2 time to reply to joint petition for reconsideration, severance and grant of applications filed by Robert F. Neathery, Fredericktown, Mo., and Paducah Bcstg. Co., (WPAD) Paducah, Ky., in consolidated am proceeding in dockets 13010 et al. Action Feb. 1.

By Chief Hearing Examiner James D. Cunningham, Presiding Officer

■ Scheduled public sessions to reconvene March 8, in courtroom of the United States Court of Appeals for Ninth Circuit, United States Courthouse and Post Office Bldg., 312 N. Spring St., Los Angeles, Calif., such sessions to continue from day to day thereafter as ordered by presiding officer, and commanded Dick Fishell, Betty Langley, Dick Fishell & Assoc., Mary Rothschild and Promotions Unlimited, MCA Inc., and Taft B. Schreiber to appear and testify in proceeding in accordance with Jan. 27 order of commission and orders and directions of presiding officer and to produce all of information and data required by subpoenas heretofore duly served upon them and each of them in matter of Study of Radio and Television Network Broadcasting. Action Feb. 3.

By Chief Hearing Examiner James D. Cunningham

■ Scheduled hearings in following proceedings on April 5: Am applications of Value Radio Corp. (WOSH), Oshkosh, and Howard Miller Enterprises and Consultants, Inc. (WGEZ), Beloit, Wis. Action Feb. 2.

■ Granted request by Laurel Bcstg. Co., for authority to file petition of more than 15 pages seeking review of chief hearing examiner's Jan. 24 order which denied joint petition by Laurel and Interurban Bcstg. Corp., applicants for new am stations in Laurel, Md., for approval of agreement whereby Laurel application would be dismissed and dismissed application with prejudice. Action Feb. 2.

■ Granted joint petitions by Cumberland Valley Bcstg. Corp., and Windber Community Bcstg. System and by Gosco Bcstrs. and Windber, applicants for new am stations to operate on 1350 kc, 1 kw, D, in Westernport, Md., and Windber, Pa., approved agreements whereby Windber would pay Cumberland $1,000, in partial reimbursement of its expenses and $3,175 to Gosco for expenses incurred in connection with their applications, in return for their withdrawal; and dismissed without prejudice Cumberland's application and Gosco's application. Applications are consolidated for hearing with dockets 13717 et al. Action Feb. 1.

■ Held in abeyance action on joint petition by Tot Industries Inc., Radio Medford Inc., and Medford Telecasting Corp., applicants for cp for tv ch. 10 in Medford, Ore., for approval of agreement and for dismissal of applications of Tot Industries Inc., and Medford Telecasting Corp., pending furnishing of additional factual data in support of petitioner's claim that expenditures made by them in connection with preparation, filing and advocating granting of their applications were legitimate and prudent; additional data to be filed with office of secretary of commission on or before February 15. Action Feb. 1.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by W. R. Frier (WBHF), Cartersville, Ga., insofar as he seeks 60-day continuance of hearing in proceeding on his am application; continued Feb. 3 hearing to April 3. Action Feb. 2.

By Hearing Examiner Walther W. Guenther

■ Granted petition by the Broadcast Bureau and extended from Feb. 2 to Feb. 6 time to file proposed findings in proceeding on applications of Washington State U. for renewal and mod. of license of KWSC Pullman, Wash., and The First Presbyterian Church of Seattle, Wash., for renewal of license of KTW Seattle. Action Feb. 2.

■ Granted petition by Dixie Bcstg. Co. (WCCP), Savannah, Ga., for leave to amend

Continued on page 95

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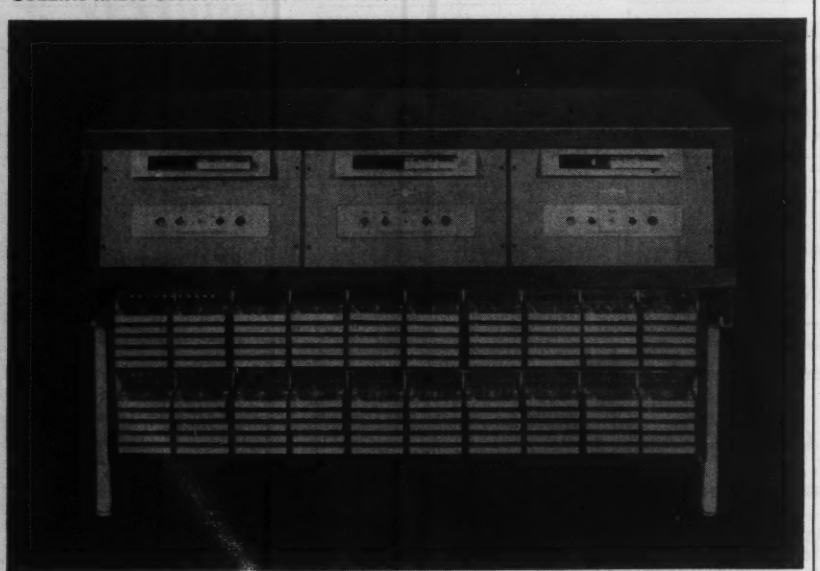

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Help Wanted—Management

You may be an assistant, or a full-fledged sales manager, who is old fashioned enough to believe in loyalty to your employer; but young enough to have initiative and real talent for selling yourself and your station. One reason you would leave your present job is because you find little opportunity for advancement. You have had some years of radio sales experience, and have a fair knowledge of station operation. If this sounds like you, there is a real opportunity here with an old, established 5000 watt, CBS affiliate in an eastern area. You would oversee local sales, and handle regional and national sales yourself. If you know you can meet these requirements, give full particulars, along with snapshot, in first letter. Box 390D, BROADCASTING.

Your chance to move into management from salesmanager. Small market station in sunny south Florida needs manager who can sell and do a board shift. Base plus percentage of what you sell and percentage of gross revenues. Expect long hours, hard work in this job which can be your first station management position and your stepping stone to larger markets within the chain. Resume to Box 769D, BROADCASTING.

Manager—Man we want is now manager or sales manager of small medium market station. He is use to working hard, he is primarily a salesman, but is interested in growing market with future partial ownership. Market has best potential in middle south area. Box 905D, BROADCASTING.

Assistant station manager wanted. Must be thoroughly experienced in all phases of AM operation. Know sales, take responsibility. Chance of promotion. 1000 watt fulltime. Reference, experience, 1st letter. West Texas. Box 938D, BROADCASTING.

Sales

Baltimore—Good money and top future for salesman who is looking upward. Multiple chain. Box 576D, BROADCASTING.

Representatives wanted. Major tv and FM transmitter manufacturer seeking representatives to sell tv and FM transmitters to the broadcast industry. Only those selling to the broadcast industry with companion items need apply. Good opportunity! Reply to Box 708D, BROADCASTING.

Top-rated, 5,000 watt, independent, good southeastern market, seeking aggressive, creative salesman. Guaranteed salary plus commission. Must have management potential and keen desire to succeed. Send resume to Box 752D, BROADCASTING.

South Florida metro market. $100.00 week plus 15%. Weekly collected sales of $500.00 you get $150.00. On $1000.00 you get $250. You must have a proven record in radio time sales which will be thoroughly checked. A great opportunity for the hard working pro. Box 767D, BROADCASTING.

Vicinity Cleveland. Opportunity for professional salesman, with 3 years full-time radio sales experience, to attain above average earnings on 15-percent commission. Guarantee $500 per month until commissions average more. Five-figure potential. 25-45. Include complete resume and photo. All replies confidential. Write Box 867D, BROADCASTING.

Help Wanted—(Cont'd)

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Keep your job! Easily earn $100 or more a week. Show fantastic new robot! It moves . . . it talks . . . it sells! Absolutely unique. Spark radio sales . . . increase personal profits! Write: Box 872D, BROADCASTING.

Salesman-business manager. Age 30-40 for large metropolitan California fulltimer. Strength in selling and leadership essential. Generous earnings with outstanding opportunity for alert, aggressive man to demonstrate he is worth more. Write description of experience, background, references to Box 873D, BROADCASTING.

Radio time salesman, must be experienced, for southeastern station. Must be hustler to handle established and new accounts. $100.00 weekly salary plus incentives. Send complete details of experience, education, age, photo, etc. Box 875D, BROADCASTING.

Experienced salesman-assistant manager. Man we're seeking may have partical income, be semi-retired or just want pressure escape to small Colorado community life. Write all, including work references. Box 952D, BROADCASTING.

Salesman for suburban station in mushrooming major northeast market. $100 weekly. Producer will become sales manager within six months with increase and override. Resume to Box 958D, BROADCASTING.

East Tennessee. Small one-station market needs experienced young sales manager. Liberal salary, commission. Multiple station ownership. Box 103E, BROADCASTING.

Salesman-announcer, growing station in Kansas' fastest growing city! Commission against guarantee. Send tape, photo, resume: Bill Dahlsten, KAFM, Salina, Kansas.

Have good opportunity for hustling salesman. KWRT, Boonville, Missouri.

1000 watt daytime station in most solid market in Hudson Valley has opening for experienced salesman at 13-week guarantee of minimum of $100. Write WGHQ, Box 427, Uptown Post Office, Kingston, N. Y.

Experienced salesman familiar with small market operations for commercial manager. Send full information to M. Wirth, WHMI, Howell, Michigan.

Wonderful W-RIP, Chattanooga, Tennessee. Wonderful opportunity! Salary, commission.

I need a man right now in sales and announcing for independent, South-Central Florida station. Plenty of opportunity for the right man. The man I want must be a good announcer and have desire to sell. No "Snow-birds" and no beginners. Chance to buy in. Prefer album background. WSUG, Clewiston, Florida.

Announcers

DJ with good mature voice and friendly, enthusiastic aproach. Must be able to sell. Good pay for right man. Experience mandatory. Send tape, resume and salary requirements to Box 534D, BROADCASTING.

South Florida 5 kw indie needs dj. Must be fast paced, tight production, experienced in modern radio format operation. $125 week to start. Box 553D, BROADCASTING.

Washington, D. C. swinging 40 dj. Pulse rated. Strong on personality. Tape, resume. Box 624D, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Top rated Florida station with tv affiliate wants good dj with commercial spot production experience and ability. Not top 40 format. Send complete tape, experience, and picture to Box 736D, BROADCASTING.

Combo man. $125.00 week to start . . . $140 in 3 months at south Florida station. Heavy on announcing side. Experienced man only. Send full resume to Box 768D, BROADCASTING.

Experienced, professional c&w personality who can show record of sales drive and audience. Complete resume, tape, picture. $520 plus commission. Chicagoland. Box 859D, BROADCASTING.

Announcer-engineer combo for job on nice little station in southeast. Good working conditions and good pay for man who can announce and do maintenance. Must have first class license. Send audition and details. Box 876D, BROADCASTING.

Announcer—from Iowa, Illinois or Missouri, for mid-west medium market. Station format sweet, soft and standards. Married, good credit. Start $475 per month. Send photo and details including present air schedule. Box 892D, BROADCASTING.

Northern Ohio daytimer in small market needs staff announcer. Able to do dj work and news. Some experience necessary but ability more important. Send tape photo and resume with references to Box 896D, BROADCASTING.

Announcer with first class ticket. maintenance is secondary. Box 928D, BROADCASTING.

Announcer, experienced adult programming. First class license (no maintenance). Good starting salary and benefits. New England. Box 120E, BROADCASTING.

Wanted immediately: Top morning man, must be experienced pro and family man. 40 hours, $600 month. You're off at 12:30 p.m. to hunt, fish or ski in Oregon vacationland. Personal interview required. KGRL, Bend, Oregon. EV 2-5611.

Wanted, announcer-engineer. Can also sell. KLIC Radio Station, Monroe, La.

Adult music daytimer in growing town of 6500 needs experienced announcer with good voice, sales experience desired. Good salary. KMAQ, Maquoketa, Iowa.

Wanted: Staff announcer for music-news operation. Vacation and insurance benefits. Send tape and particulars to Paul Rahders, KSDN, Aberdeen, South Dakota.

Immediate opening. Staff announcer for 1 kw daytimer. No top 40. Must have experience, good voice, and record that can be checked thoroughly. Send tape, photo, and resume. Radio Station KSIS, Sedalia, Missouri.

Announcer needed by regional station. Must have quality voice. Good salary. Send letter to KTOE, Mankato, Minn.

Opening for capable announcer-newsman. Good opportunity. KWRT, Boonville, Missouri.

Maryland independent has immediate opening for experienced staff announcer. Tape, resume, references, WASA, Havre de Grace, Maryland.

Help Wanted—(Cont'd)

Announcers

Radio announcer who can assist in news variety programming. Send tape, photo, background and salary requirements to Charles Wright, Manager, WBYS Radio, Canton, Illinois. Good opportunity for permanent position for professional man.

Announcer, minimum 3 years experience. Attractive opening for news, good music, solid production specialist. Combo operation. Every benefit including company paid retirement. Send tape, complete resume, Program Director, WENY, Elmira, N. Y.

DJ, will take beginner, some experience preferred but will accept natural talent. Contact Manager, WHAP, Hopewell, Virginia.

First phone announcers needed immediately. Beginners considered. Phone Manager, WIOS, Tawas, Michigan.

Wanted immediately, announcer with first class license. Excellent working conditions. Excellent pay. WITE, Box 277, Brazil, Indiana.

Experienced midwest announcer for early opening at adult format daytimer. Personal interview required. Apply William Holm, WLPO, LaSalle, Illinois.

Immediate opening for mature, versatile announcer with bright sound. Send tape, resume, salary requirements to WMNS, Olean, N. Y.

Announcers. Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential. Professional Placement, 458 Peachtree Arcade, Atlanta, Georgia.

Technical

Chief engineer for northeast group daytimer. Mechanical as well as electronic experience. Excellent company benefits, security. Starting $85. Box 751D, BROADCASTING.

Engineer-announcer—must have 1st phone. Limited announcing duties. Prefer married man. Will take beginner. $80.00 to start with all normal benefits. Xmitter duty. Midwest small market operation. Write Box 825D, BROADCASTING.

Well established central Illinois AM-FM station will need chief engineer plus regular engineer soon. Maintenance, particularly FM and multiplexing important. All benefits. Replies confidential. Reply Box 838D, BROADCASTING.

Engineer with first phone. Experience preferred but not necessary. Car essential. Reply Box 984D, BROADCASTING.

Chief engineer—executive type—experienced all phases construction, operation, directional, purchasing, clerical. 1 to 10 kw. Middle south metropolitan. Box 109E, BROADCASTING.

Engineer-announcer. Do news, install background music receivers; fastest growing city in Kansas. Send tape; resume. Bill Dahlsten, KAFM, Suite 1012, United Bldg., Salinas, Kansas.

Help Wanted—(Cont'd)

Technical

Chief engineer wanted for KNCM, Moberly, Missouri. Requirements, a mature, reliable, experienced man who has had chief's responsibilities for a minimum of three years. Average age to be considered will be 35 or over, dependable. We are a 250 watt fulltime loaded with equipment and operate a station which you will be proud to be associated with. A personal interview is necessary and a full background examination will be conducted. Salary is open but is in excess of $100.00 per week. Contact KNCM, General Manager, Moberly, Missouri.

First phone, announcer preferably. KTFI, Twin Falls, Idaho.

Combo engineer-announcer for 1 kw, DA-D station, central Michigan, experienced man only—good salary and working conditions. Send resume to: WJUD, Box 276, St. Johns, Michigan.

Experienced engineer to handle 5 kw daytime AM and 3 kw day and night FM operation. Position open around February 20th. Give full particulars as to education, experience, availability, references, family, salary requirements, etc., in first letter. Mountain Broadcasting Service, Inc., Box 239, Hazard, Kentucky.

Production—Programming, Others

Production-public affairs director. Established 1 kw daytimer, excellent frequency with fulltime FM in major mid-Atlantic market. Adult music format, strong regional news. Rush full details including salary requirement. Box 855D, BROADCASTING.

P.D.-announcer thoroughly grounded in small station operations. Please furnish complete details of qualification, family status, tape and photo. Midwest medium market. Box 860D, BROADCASTING.

Top rated major market independent needs experienced, young newsman to gather, write, and deliver on midnight shift. Send tape, and resume to Box 934D, BROADCASTING.

New Jersey. Experienced newsman-announcer with mature voice. Emphasis on local news. Salary commensurate with ability. Send tape, resume. Box 960D, BROADCASTING.

News director for major eastern radio station. No air work but need alert, aggressive highly experienced newsman who can direct top caliber operation. Send resume and photo. Box 116E, BROADCASTING.

News director for midwest farm station. Accent on local news. Must gather, edit, air with authority. Salary open for right man. Frank Fitzsimonds or Jim Wanke. KABR, Aberdeen, South Dakota.

Newsman. Experienced. Gathering, editing and delivering local news for network affiliate in market of 13,000. Mobile units, city and highway patrol receivers and stringers to assist. Minimum $100.00 to start with increase. Give full information. KNCM, Moberly, Missouri.

Help Wanted—(Cont'd)

Production-Programming, Others

News director—opportunity for experienced radio newsman with pioneer station—No. 1 in market for radio news coverage. Salary open. Send background, copy, and photo to WFDF, Flint, Michigan.

WIRL, Peoria, Illinois has immediate opening for production man. Must be creative and have good commercial voice. Call Howard Frederick.

Midwest news reporter, writer, capable of directing exciting news organization. Personal interview required. Apply William Holm, WLPO, LaSalle, Illinois.

RADIO

Situations Wanted—Management

Manager/commercial manager: 12 years executive experience. Heavy sales. Mature, civic, family man. $10,000 minimum. Box 835D, BROADCASTING.

Manager available Spring. Mature, with heavy combined management-sales background. Twelve years management. Want complete responsibility. Know all phases. Active in community and media organizations. Highest personal, credit and radio references. Now selling successful 3-year business. Write Box 913D, BROADCASTING.

Manager. Radio and/or tv. Sales, programming, administration. Production. Capable. Box 921D, BROADCASTING.

Southeastern area position desired by young chief engineer-announcer seeking chance at management. Outstanding programming ability. Sales only secondary. Box 931D, BROADCASTING.

General manager. Five years experience in radio and tv. In present position as manager almost four years. Spend most time selling. Well versed in money-making promotions. Have made station in highly competitive market into profitable property. Early 30's, college grad, fine family. Know all phases. Box 939D, BROADCASTING.

Top record in management, sales and operations. Twenty years experience. Box 943D, BROADCASTING.

Calling Tucson and southern Arizona! Experienced manager/sales manager desires to relocate. Excellent record and references. Box 948D, BROADCASTING.

Midsouth, southwest: Prefer small market. 1st phone. Family. Young. Box 965D, BROADCASTING.

Management—Sales management—family man in late twenties. Knowledge of all phases of radio. 6 years sales experience in major market. Average income for the last 5 years $13,000.00. Box 967D, BROADCASTING.

Small market station manager, engineer, family, experienced—want better market. Box 971D, BROADCASTING.

Willing to trade: Ability and hard work for good future. General manager (33) of small community station ready to move up to larger area, income and responsibility. Ten year veteran in business with good background in all phases. Doesn't drink, doesn't smoke. Best references. Interested only in good solid operation (chains included), not top forty screamers or shoe stringers. Available in sixty days. Personal interview can be arranged. Box 977D, BROADCASTING.

Interested: Profitable operation record two years present job; but interested in relocating. Personal sales 50% of gross. Ten year managerial quality reputation backed by established industry acceptance and references. Interested in having your proposal. Box 980D, BROADCASTING.

WHO SAYS THERE ARE NO HORIZONS IN RADIO?

We want a Community Affairs Producer-Director to produce, develop and co-ordinate over 25 hours of programming a week. Our station is a 50,000 watt, major market, top-rated independent with all the advantages of multiple ownership.

This area of broadcasting is considered to be on equal footing with our music and news departments. The man we desire must have imagination, a flair for the unusual and the drive to see the job through. He must be capable of supervising a complete staff of performers and engineers, together with the ability to communicate with community leaders and influentials. There are few jobs in the country as dynamic or challenging as this rare opportunity. Rush resume to:

Bud Wendell
Program Manager
KYW Radio
Cleveland 14, Ohio

Situations Wanted—(Cont'd)

Management

Manager/sales manager, small or medium market; 15 years experience selling direct, retail and regional. Highly successful sales record. Thorough knowledge all phases station operation. Excellent financial and top references from the industry. Box 985D, BROADCASTING.

Your station plus my 14 years experience all phases including management and sales management. Imaginative, hard selling all levels. Excellent personal, trade references. Let's get together, confidentially. Box 993D, BROADCASTING.

Sales

Sales manager for small to medium market or salesman for large. 12 years experience. Excellent sales record and references. Civic leader. Prefer southeast. Box 836D, BROADCASTING.

Morning show, adult prestige station. Professional showman-salesman. Majors only. Box 976D, BROADCASTING.

Jack-of-one-trade. Master salesman. Good men are hard to find. We have one. Young man available for commercial or general managerial task force. Multi-talented, radio-tv background. Box 990D, BROADCASTING.

Announcers

Single, veteran, beginner school trainees, will relocate. Tape, resume available. Box 844D, BROADCASTING.

I need your help! Negro. Announcing school grad. Modern touch. Please rescue. Box 852D, BROADCASTING.

Bright, versatile, willing roll up sleeves, sell, announce, news reportage, sports, production. Prefer near New York, salary not prime consideration, recent experience AFRS and magazine editorship. Anxious to fill your requirements. Box 902D, BROADCASTING.

Announcer/program director. Versatile. News. Adult music. Sports. Quality production. Box 920D, BROADCASTING.

Beginner seeks announcing position. Slight radio experience, speech training and broadcasting school. Some college, third phone. Box 924D, BROADCASTING.

Metropolitan area. If the "bread" is right—you've got yourself a "for real" hip jock for the night people—No rock-dig? Knowledge and thus impeccable taste in pop and jazz—college educated-married, steady, etc. 11 years experience plus first phone. Chess anyone? Box 930D, BROADCASTING.

Experienced announcer, tight production and genuine enthusiasm. Young familyman, car, first phone. Possibly major all-night. Box 950D, BROADCASTING.

Young dj, announcer, 1½ years experience, married. Presently employed. Very strong commercial, news. Sharp boardwork. Desire midwest, south, east. Box 942D, BROADCASTING.

D.J., employed at 5000W major market station, two years experience, wants bigger and better station. Box 945D, BROADCASTING.

South southwest. Fast paced announcer. Presently employed as P.D. Vet. College. 24. Four years experience. Box 946D, BROADCASTING.

Staff announcer—2 years experience. Single, 29, will travel anywhere. Florida preferred. UN 5-3528, New Haven, Conn. Box 949D, BROADCASTING.

Announcer, D.J.—Bright, versatile personality. 26, veteran, married. Year and half experience. Prefer southwest. Box 951D, BROADCASTING.

Top flight announcer-deejay. Excellent radio and television background. 50 kilowatt and network staff. Prefer California. Box 957D, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Proven record as top good music personality at top stations in major markets. 11 years experience. Personable approach, good voice, smooth delivery, excellent knowledge of music. Can serve as P.D. Married, 33. Want major market and freedom in programming show. Box 956D, BROADCASTING.

8 years experience sports and P.D., play-by-play, staff. College graduate, 27, family, excellent character and references. Employed. Box 959D, BROADCASTING.

Announcer—Mature, experienced, presently employed family man looking for move up and chance to settle down. Write Box 964D, BROADCASTING.

Experienced, mature, professional attitude, mature radio-tv. Anywhere U.S., medium or larger market. Married, veteran, college graduate. Box 970D, BROADCASTING.

Young personality disc jockey, fast board, two years in major market desires permanent position somewhere in Dixie. Box 972D, BROADCASTING.

Florida stations. Successful, thoroughly informed newscaster-analyst seeks dynamic, prestige operation. Box 973D, BROADCASTING.

5 years sports and sales success. Midwest's toughest major market. Seeking better, happier opportunity. Excellent billing, play-by-play. Best references. Box 975D, BROADCASTING.

Announcer-dj, experienced, versatile, not a floater. Can operate own board. Available immediately. Box 978D, BROADCASTING.

Sports play-by-play now working major market, top references. Box 982D, BROADCASTING.

Solid references, nine years experience. Formula and standard radio. Veteran with college. Best of background. $105 weekly minimum. Coast or southland. Box 983D, BROADCASTING.

First phone personality D.J. College and experience. Prefer south Florida. Box 988D, BROADCASTING.

Announcer, will travel, handles news, commercials, dj and own board. Audition tape available. Box 989D, BROADCASTING.

Young announcer anxious to join progressive operation. Handles own news, commercials, strong on deejay work. Good board experience, production minded. Tape, resume, picture available. Box 991D, BROADCASTING.

Alabama, Georgia, Florida area. Looking for permanence with good station. Box 994D, BROADCASTING.

Baseball announcer, first class. Available for coming season. Excellent references. Box 997D, BROADCASTING.

First phone morning man. Experienced all phases. Willing to learn sales your way. Box 998D, BROADCASTING.

Dependable air personality with adult approach. Twelve years experience. Interested in competitive market. Box 999D, BROADCASTING.

Top forty dj, employed 5000w major market station, wishes to move up. Box 100E, BROADCASTING.

Announcer. First phone. Handle any format. Excellent references. Midwest preferred. Box 101E, BROADCASTING.

Quality announcer desires quality station. Box 104E, BROADCASTING.

Excellent straight announcer desires FM or slow-paced AM. Box 105E, BROADCASTING.

Mature announcing only. Music, news; FM, AM, TV. California, Arizona. Box 110E, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Excellent tv-radio announcer. Fine voice—good appearance. 8 years experience, 28, family. Seeking larger market. Good potential. Box 911D, BROADCASTING.

Live sound announcer-dj. Tight format, combo, experienced. Married, will travel. Box 113E, BROADCASTING.

Please! Need start! Announcing! Anywhere! School trained! Money? Enough for three and me. Box 115E, BROADCASTING.

Single—22. Wish to start in radio willing to start at bottom. Tape and resume available upon request. Box 117E, BROADCASTING.

12 years radio—college, married, mid-30's. Present location 5 years. Heavy news-production. Seek radio-tv opportunity. Desire midwest or south. Box 118E, BROADCASTING.

DJ—trained—relocate. Contact Terry Bogan, 108 N. Cavender, Hobart, Indiana.

Wanted: Position as announcer. Two years study at Michigan State University along with actual experience in radio and television. Location no object. Tape, picture and resume available upon request. Conrad Conti, 7730 Detroit Blvd., Walled Lake, Michigan, phone—Empire 3-3917.

5 years experience, married, 27. No sports, no rock. $85 min. Good dj and news. Gather local news. Bob Prescott, 652 West Washington, Shelbyville, Indiana.

Technical

First phone, 15 years experience, like position in west farm and big game country. Prefer early shift, may help on farm programming or sales. Box 929D, BROADCASTING.

Engineer, married, experienced directional, non-directional arrays; FM-AM experience on air and engineering; eleven years experience AM, FM, radar covering military and civilian. Ft. Monmouth signal school certificates, trade school certificate, first phone, and ham technical ticket. Available now. Box 981D, BROADCASTING.

Chief engineer fully qualified all phases high or low power, over 20 years experience. If you want mature ability and knowledge, contact Farrelle, 7605 E. Parkway, Sacramento, California, telephone Garden 1-2026.

Have first ticket-Will travel. No experience-Will learn. Ted Grossman, 620 N. Eola, Orlando, Florida.

First phone beginner desires immediate employment. Florida or south. Anxious to learn. John T. Prince, General Delivery, Ocoee, Florida.

Graduate 1st phone desires studio transmitter maintenance. H. Wyatt, 709 Cherry Street, Jackson 4, Mississippi.

Production—Programming, Others

Farm broadcaster, radio-tv, excellent reputation built on steady results. Box 853D, BROADCASTING.

Bright, versatile, willing roll up sleeves, sell, announce, news reportage, sports, production. Prefer near New York, salary not prime consideration, recent experience AFRS and magazine editorship. Anxious to fill your requirements. Box 902D, BROADCASTING.

Gal—affiliation with radio-tv station within commuting distance New York City; versatile promotional background; announcing experience; secretarial skills. Write Box 932D, BROADCASTING.

Copywriter . . . male copywriter, midwest trained and employed. Wants new home north or south, February 27. Traditional and modern samples on request. Exceptional references. Box 933D, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Recording studios 10 years. Mixing, editing, mastering, thorough knowledge studio operation. Production, directing, customer relations. Box 940D, BROADCASTING.

Ticket, 5 years announcing, news and sales ability. Southwest. Box 966D, BROADCASTING.

My copy sells and will get renewals. My sales promotion will bring in new accounts. Capable client contact and follow-through for busy salesman. Expert taped spots, audition formats. 17 years 250 watt to 50 thousand. Prefer pops or concert music operation. Box 995D, BROADCASTING.

Larger market—rebuilding program? Energetic professional will deliver quality-modern. Box 111E, BROADCASTING.

New station just opening? Old station losing listeners? I feel I can make your station "sound" good. Looking for program director job. I will do air work, library work and copy work. I will begin as a staff announcer if preferred. Outstanding qualifications and fine references. Dick Richy, 214 Blue Ridge Ave., Front Royal, Virginia or call collect: Melrose 5-4803.

Copywriter-announcer news. Agency and station experience. Copy-tape available. All replies considered. Excellent references. Barry Ritenour, 66 Fougeron, Buffalo.

Available immediately—I offer you four years experience in all phases of radio, specialty; news. Call me tonight: Jim Street, El Paso, Tex. LOgan 5-4198.

TELEVISION

Help Wanted—Sales

Major midwest market. Unusual opportunity for alert, capable, experienced salesman interested in building for the future. Salary plus commission and car allowance. Leading station in market with solid management and ownership. Excellent working conditions and benefits. Send complete background, picture, references. Box 114E, BROADCASTING.

Announcers

Immediate opening experienced on-camera announcer-director. Salary commensurate with ability. Send all pertinent information first letter with picture, resume, film and/or video tape. Personal interview will be required. Contact Program Director, WHTN-TV, Huntington, West Virginia.

Technical

Transmitter supervisor. Immediate opening. UHF network station California. Send resume experience and qualifications to Box 851D, BROADCASTING.

RV studio engineers. Excellent oportunities for men having knowledge of theory and aggressive interest in station operation. Group tv station corporation. Send resume to Box 856D, BROADCASTING.

Production-Programming, Others

Wanted: Manager of tv news and special projects. One of the nation's leading eastern major tv stations seeks aggressive, experienced news executive. Successful applicant must be capable of supervising experienced news staff, actively participate in news coverage, be competent writer and tv producer and take active charge of all station's news-oriented special program projects. A thorough knowledge and understanding of live tv and film techniques is essential. This position offers an unusual challenge and opportunity to a creative news executive with a thorough understanding of a tv station's community responsibilities. Related radio, newspaper, magazine experience should be shown in initial resume. Salary open. Don't answer this ad unless you have plenty of experience and proven executive potential. Box 112E, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Television director. Experienced television director for educational station. College background with production ability in commercial and educational television desired Immediate opportunity. Contact: H. E. Barg, 1015 North Sixth Street, Milwaukee 3, Wisconsin.

Newsman—Young, aggressive, personable, for South Carolina vhf. Small, well equipped department, require some radio or newspaper, news gathering experience. Prefer photography background but will train outstanding applicant in use of still and motion picture cameras. Multiple station group. Fringe benefits. Send resume, photo to Program Manager, WBTW, Florence, S. C.

Television writer. Writer with radio or television experience for immediate full-time continuity-traffic position with educational television station. Contact: H. E. Barg, 1015 North Sixth Street, Milwaukee 3, Wisconsin.

TELEVISION

Situations Wanted—Management

Top promotion man looking to leave number one station in top 10 market. Box 847D, BROADCASTING.

Station manager available soon to Canadian or South American outlet as program consultant or coordinator. Box 925D, BROADCASTING.

Desire station manager position small, medium market or sales manager medium, large market. Experienced local, national sales. Now PD medium midwest. Invite challenge. Box 947D, BROADCASTING.

General manager. Will improve sales and operation for aggressive owners. Experience in every phase tv-radio for 20 successful years. I get the job done inside and outside the station. Top national, network contacts. Creative, well-liked personality. College degree; family; 38. Now managing tv. Need greater challenge: $17,500 minimum. Box 996D, BROADCASTING.

Sales

Executive-type salesman with six years television and ten years radio experience in major and medium-sized markets now available. Commission earnings well above average but primarily interested in sound permanent connection. Mature, married, sober. Best references. Box 986D, BROADCASTING.

Announcers

13 years announcing, 5 on tv, mature family man. BA degree, talent shows, special events, effective salesman, news, staff, some directing experience. Steady, dependable, seek permanent location. Can arrange personal interview. Box 119E, BROADCASTING.

Technical

Technical supervisor, maintenance and operations engineer, 15 years experience, seeks position in west. Box 941D, BROADCASTING.

I have experience in station installations, UHF, remotes, operations, microwave, and much, much more. Complete resume upon request. Change reason? Looking for advancement with progressive new station. Have first phone—will travel. May I build your station. Box 968D, BROADCASTING.

Young married vet. Experienced. 1st phone. Available immediately. Box 979D, BROADCASTING.

Production-Programming, Others

Position in radio or tv news or position in educational tv. BA and MA degrees. Good newspaper, radio, tv background. Sober. Single. Want to relocate by June 1. Box 863D, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Would you like a top rated, singing cowboy personality kids show, for your station? I have been doing such a show for 12 years, with many national sponsors. Have horse, guitar, puppet, and a saddle bag of songs and games that apeal to all the family. I am ready to move. Are you interested? Box 843D, BROADCASTING.

Newsman, 34, single, ten years experience network broadcasting, various phases, desires to return to newswork with livewire tv news operation. Will relocate. Film, direct, write, edit, on-camera delivery. Box 923D, BROADCASTING.

Program director with twelve years programming and film buying experience available soon. West coast preferred. Box 926D, BROADCASTING.

Chief producer-director, medium market, seeks advancement. Available immediately. Five years commercial and educational television and radio experience. Married, son, military obligation completed. B.S. degree in radio-television. Creative and industrious with amiable disposition. Top references. Program service organizations and educational television also considered. Salary second to opportunity. Box 992D, BROADCASTING.

Program director-producer-announcer. Strong on cost-control, sales orientated programming, personnel training. Seeks position leading to station management. Box 107E, BROADCASTING.

15 years radio-television. Solid knowledge all phases of news; airing, reporting, compiling and editing. Background includes on-the-air feature, documentary, panel and participation shows. Presently doing both radio and tv daily newscasts in one of the top markets. Will re-locate. Audio and video tapes available. Write Box 108E, BROADCASTING.

TV production assistant combo-newsman. Would like to work with 1st rate newscaster, or news minded station. Write: J. Howard, 605 W. Hyde Park, Inglewood, California, OR 2-6373.

FOR SALE

Equipment

Complete 12 KW G.E. TT-25A transmitter. Does not include harmonic filter or filterplexer. This transmitter is presently operating and is in very good condition, and will be available upon very short notice. Box 712D, BROADCASTING.

PT 6 AH Magnecord tape deck $200.00. CB 11 turntable $100.00. 120 ft. ⅞ in. Heliax $115.00—All excellent. Box 987D, BROADCASTING.

One PT-6-J Magnecord recorder complete. One year old, like new. Buying cartridge equipment. First $450 buys. KBRI, Brinkley, Arkansas, phone 308. W. H. Mayo.

RCA BTA 250-L AM transmitter, complete with over $300.00 in spare tubes, parts, and crystals. In excellent condition, operating more than 70 percent efficiency, when discontinued for higher power. Price: $1,050.00 cash F.O.B. Radio Station KBTA. Batesville, Arkansas.

Harkins multiplex equipment: FME-50 exciter with full frequency output. SCT-2 dual-subchannel generator for 49 kc and 67 kc. In good operating condition. Sub-channel generators have modulation and frequency monitors with each. $1500 FOB. Charles Balthrope, KEEZ, Tower Life Building, San Antonio, Texas.

2-Ampex VR-1010 color conversion kits mounted in short racks. 1-Ampex color standard. All in excellent condition. Will sell for ½ of original price. Contact Al Hillstrom, KOOL Radio-Television, Inc., 511 West Adams St., Phoenix, Arizona.

FOR SALE

Equipment—(Cont'd)

FM antenna. Four-bay, GE type. Also isocoupler, 1⅝" Heliax. KRCW, 818 State St., Santa Barbara, California.

200 foot guyed R.E.C. tower. Tubular steel, uniform cross section. No insulator, otherwise in excellent condition. Complete with guys. Make offer over $800, or swap for FM equipment. Tower may be seen in Marin County, KTIM, San Rafael, California.

One 170 foot guyed Dura 20 inch tower with A2 lights. 2 years old. Excellent condition. Available here at station. Contact R. Jones, C.E., WABQ, 2323 Chester Avenue, Cleveland 14, Ohio.

Two used Eicor tape recorders in operating condition. $75.00 for both plus transportation charges. WASA, Harve de Grace, Maryland.

Isoformer—Andrew type 2015 16 kw list price $350. Will sacrifice at $230. Never uncrated. Call collect Charles Blohm, WDOE, Dunkirk, New York.

RCA 70-C1 3 speed turntable $50.00—2 Presto 10-B 3 speed turntables $100.00 each—7' Collins audio rack $25.00. WENN, Birmingham, Alabama.

Model Y-4 Presto disc recorder. New price, $775.00 for best cash offer. WMIK, Middlesboro, Kentucky.

RCA 5DX transmitter with tubes and spare parts $5500. F.O.B. Good condition. Late proof of performance available. Also have 398' self supporting Truscon tower, make offer. Keith Ketcham, WOI, Ames, Iowa.

Thermometer, remote, electrical; enables announcer to read the correct outside temperature from mike position. Range 0-120 deg. F. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, California.

Anything in broadcasting sold or bought. Electro-Find, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

TV video monitors. Metal cabinets, rack, portable remote kine, educational, broadcast, starting at $199.00. 50 different models, 8" thru 24". Miratel, Inc., 1st St. S.E. & Richardson, New Brighton, St. Paul 12, Minnesota.

Dehydrators, automatic reactivation, silica gel, thermal control ½ HP motor, dry air at controlled pressure. Complete with gauges, manifold etc. New-unused. $300.00 complete, FOB. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

36-AM-FM towers. Uniform cross section guyed type. Heights 100' to 360'. Phone RE 2-9350, U.S. Tower, 249 Bartow Lane, Petersburg, Va.

WANTED TO BUY

Stations

Full or daytimer in Kansas, Texas, Oklahoma. Former station owner. Experienced, substantial financing. Not a broker. Ready to deal. Confidential. Box 877D, BROADCASTING.

Career broadcaster, seeking to upgrade, will pay fair market price for metropolitan radio station billing $300,000.00 upward. Also wanted: medium VHF-TV station. Replies treated strictly confidential. Box 955D, BROADCASTING.

Wanted to buy single market station. Reasonable down payment. Box 963D, BROADCASTING.

Responsible party wishes to lease small market radio station in the south or upper midwest. Contact Box 106E, BROADCASTING.

WANTED TO BUY

Stations—(Cont'd)

Young California blood has money for purchase struggling radio station in expanding market area in the west. Write P.O. Box 2063D, Pasadena, California.

Equipment

Wanted, FM transmitter up to 1 kw and modulation and frequency monitor. Write Box 858D, BROADCASTING.

Used 16 mm laboratory and sound equipment. Give full particulars in first letter. Not a dealer. Box 866D, BROADCASTING.

Want used GE one-KW uhf tv transmitter in good condition. Please state lowest price and availability first reply. Box 935D, BROADCASTING.

Want used GE 100-watt uhf transmitter-driver. Must be reasonably priced. Box 936D, BROADCASTING.

Want old usable TG-1 RCA sync generator with or without power supply. State lowest price acceptable. Box 937D, BROADCASTING.

Complete equipment for new FM station—antenna to turntables. 1 to 5 kw transmitter. Box 969D, BROADCASTING.

FM monitor, state type, price, condition. WHFS (FM), 4425 Chestnut St., Bethesda, Md.

Microwave 2000mc system. Also sound diplexer. WTHS-TV, 1410 NE 2nd Ave., Miami, Florida.

Wanted: Frequency deviation meter, modulation monitor, and crystal oven. Prefer non-operative for use as demonstration mock-ups. Reply Jim Craddock, Elkins Institute of Radio, 2603 Inwood Road, Dallas 35, Texas.

Federal 101-C field intensity meter. Vir N. James, Consulting Radio Engineers, 232 S. Jasmine, Denver 22, Colorado.

Remote control van, without equipment, for three RCA or General Electric cameras. Miguel Pereyra, Paseo De Las Palmas, 1960, Mexico, D. F.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting March 1. April 26, June 21, August 30, October 25. For information, references and reservations write William B. Ogden Radio Operation Engineering School, 1150 West Olive Avenue, Burbank, California. "Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course."

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

FCC license six-week resident class. Guaranteed instruction. New classes every seven weeks. Pathfinder, 5504 Hollywood Blvd., Hollywood.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

INSTRUCTIONS

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

MISCELLANEOUS

Engineers—executives—announcers, NYC to Alaska, carry the radio-tv wallet card! Press identification everywhere; your name, station. Heavy plastic encasement! $2.95 to Pat Adams, Box 927D, BROADCASTING.

Comedy for deejays!—"Deejay Manual," a complete gagfile containing bits, adlibs, gimmix, letters, patter, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-4), 65 Parkway Court, Brooklyn 35, N. Y.

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592, Huntsville, Alabama.

RADIO

Situations Wanted—Management

TOP MANAGEMENT CAPITAL TO INVEST ABILITY TO PRODUCE

Small station national chain, experience management, accounting, sales promotion and production. Unlimited references. Phone Parkway 1-4768. Write, wire 3503-33 Avenue, South, Minneapolis, Minnesota.

Announcers

RADIO & TV PRO

Major market disc jockey available immediately for personality spot with big potential. Versatile performer. Can double on news. Tight, fast production. Mid 30's. College. Family. 13 years experience. Tape, resume, picture, on request. Desire personal interview. Write immediately.

Box 922D, BROADCASTING

PLAY-BY-PLAY

Desire hook-up with sports minded operation. Presently employed as General Manager of radio station. 8 years experience . . . basketball, baseball, football, hockey. Excellent references. Salary open.

Box 944D, BROADCASTING

WE HAVE NEW D.J.'s

All sizes, all colors, all ages, all sexes. And all willing to work—eager to please. No prima donnas. Costs you nothing to get their tapes. Tell us what you want. Placement Dept., J. B. Johnson School, 930 F St., N.W., Washington 4, D. C.

Situations Wanted—(Cont'd)

Production—Programming, Others

PRESIDENTIAL NEWS CONFERENCES

Radio tape dubs of complete unedited news conferences and congressional hearings from Washington, D. C. Write for details, or phone 201-393-1246 (direct dial number) and ask for Mr. Behre.

Capitol Transcriptions, Inc.

620 Eleventh St., N.W.
Washington 1, D. C.

"Your Eyes & Ears in the Nation's Capitol"

TELEVISION

Help Wanted—Technical

TV TECHNICIANS

Large midwest station in major market needs qualified, experienced technicians, capable of operating and maintaining latest black and white and color equipment. Permanent positions. Send detailed experience record and references to:

Box 121E, BROADCASTING

TELEVISION ENGINEERS

Qualified engineers are needed for Video Tape Recording, Camera Control Operation, and Color Equipment Maintenance. Research and Development Department available for outstanding engineers. Minimum of one year's experience or two years of college and first class license required Salary based on individual qualifications. Write or call Durwood H. Neuse, Engineering Supervisor, WRAL-TV, Raleigh, N. C.

Help Wanted—(Cont'd)

Technical

TELEVISION AND BROADCAST EQUIPMENT MARKETING

Career opportunity with International Division of a major electronics company located in northern New Jersey.

Marketing and sales experience including preparation of technical proposals, determination of product requirements and coordination with distributor and field personnel plus strong technical background essential.

For a confidential interview submit resume to

Box 954D, BROADCASTING

SUPERVISORY ENGINEER

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Houston, Texas

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In middle Atlantic major market. Doing tremendous business. Great opportunity as owner has other interests. Present management available. Asking $110,000 with $50,000 down. Principle.

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Lease a high performance MX CHANNEL to the background music operator the easy way with the MOSELEY SCG-2 Subcarrier Generator. Fits transmitters having mx inputs. Low cost featuring AUTOMATIC MUTING. Write for Bulletin #203.

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ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION

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STANDARD BILLING FORMS FOR RADIO/TV SPOT

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Check with order. Delivery within 3 days.
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STATIONS FOR SALE

Premium Radio Property For Sale!

One of the finest FM radio properties that has to be seen to be appreciated never a losing month in a single radio station market of over 100,000 people with retail sales of 150 million. Priced to sell quick. Illness of operating partner. No brokers and only qualified buyers considered. Write:

Box 953D, BROADCASTING

VA. 1 KW DAY...$100,000

Exclusive choice small market, attractively located. Ideal for owner-operator or chain. 29% down, payout negotiated. Be sure present financial ability. P. O. Drawer 3-A, Richmond 6, Va.

FOR SALE

Stations

Fla.	single	fulltime	$65M	terms
Iowa	single	fulltime	87M	25dn
Tenn.	single	daytimer	95M	terms
Fla.	single	daytimer	165M	20dn
S. C.	single	daytimer	65M	15dn
Wash.	medium	1kw-D	105M	terms
Pa.	small	daytimer	100M	15dn
Calif.	metro	low freq	175M	29%
Midwest	metro	daytimer	225M	75dn
N. W.	metro	regional	170M	terms
Texas	metro	regional	225M	29%
Midwest	capitol	daytimer	90M	terms

And Others

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GUNZENDORFER

CALIFORNIA. Southern market 1000 watts daytimer. *$150,000* with land. 29% down.

TEXAS. Dallas and Houston. Two FM stations each *$75,000* with 29% down. Easy terms.

PACIFIC NORTH. 250 watt fulltime earner 10 year payout. Asking *$27,500* down.

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Texas semi-major regional $200,000 29%—Texas single regional $63,000—Texas single fulltime $52,650 29% 10 yrs.—Texas single fulltime $100,000 29%—Texas single regional $47,500 25%—Texas fulltime single $160,000 29%—Arkansas fulltime single $65,000 for 80%—Southern major regional fulltime $350,000—Southern single day $45,000 $7,250 down—Southern single fulltime $50,000 $10,000 down—Southern major regional day $150,000 29%—Southern major regional day $140,000 29%—West Coast fulltime regional $365,000 29%—Florida single regional $50,000 $9,000 down—Florida major day $120,000—Florida semi-major 5kw $225,000—Florida semi-major regional fulltime $230,000 29% Florida semi-major regional $265,000 29%—Florida single day $35,000 cash—Louisiana major day $97,500 29% down—Others! PATT McDONALD CO., BOX 9266, AUSTIN 17, TEXAS. GL. 3-8080.

STATIONS FOR SALE

ROCKY MOUNTAIN. Operates 24 hours a day. Top station. Doing $200,000 a year. Cash flow $60,000 annually. Asking $300,000 with 29% down.

SOUTHWEST. Top facility, well established and profitable. Averages $16,000-$17,000 a month. Asking $300,000 with 29% down. Full time.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Continued from page 88

its am application to reflect change in licensee-applicant, from Carter C. Peterson, tr/as Dixie Bcstg. Co. (WCCP) to Space Bcstg. Inc., which assignment of license of WBYG (formerly WCCP) was granted Dec. 27, 1960. Application is consolidated for hearing with Dockets 13356 et al. Action Feb. 6.

By Hearing Examiner Isadore A. Honig

■ Granted motion by applicants and corrected in various respects transcript of further prehearing conference held Jan. 5, and, on own motion, ordered further corrections and afforded 5 days for objections in proceeding on am applications of Radio Station WHCC (WHCC) Waynesville, N. C., and Aluminum Cities Bcstg. Co. (WGAP) Maryville, Tenn. Action Jan. 30.

By Hearing Examiner H. Gifford Irion

■ Upon agreement of parties at Jan. 31 prehearing conference, continued hearing from Feb. 16 to April 18 in proceeding on applications of Queen City Bcstg. Co. and Val Verde Bcstg. Co., for new am stations in Del Rio, Tex. Action Jan. 31.

By Hearing Examiner David I. Kraushaar

■ Granted petition by Broadcast Bureau and extended from Feb. 3 to Feb. 21 date to file proposed findings in proceeding on am applications of Creek County Bcstg. Co., Sapulpa, Okla., et al. Action Feb. 2.

■ Granted petition by Hennepin Bcstg. Associates, Minneapolis, Minn., and extended hearing from Feb. 13 to March 15 in proceeding on its am application and that of Robert E. Smith, River Falls, Wis. Action Feb. 1.

■ On own motion, reopened record in proceeding on am applications of Triangle Publications Inc. (WNHC) New Haven, Conn., et al, to receive evidence with respect to financial qualifications of applicant Rodio Radio, Hammonton, N. J., scheduled prehearing conference for Feb. 9 at which time parties concerned in further hearing are to be prepared to discuss stipulations designed to shorten hearing, and ordered that proposed findings on all issues except new issue added by commission shall be filed by deadline date prescribed at Jan. 13 hearing. Action Feb. 1.

■ On own motion and on request of permittees, continued prehearing conference from Feb. 7 to Feb. 9 in proceeding on applications of American Colonial Bcstg. Corp., WKBM-TV Caguas, and WSUR-TV Ponce, both Puerto Rico. Action Feb. 1.

By Hearing Examiner Jay A. Kyle

■ On own motion, scheduled prehearing conference for Feb. 6 in proceeding on application of WACO Bcstg. Corp. (WACO-FM), Waco, Tex. Action Feb. 2.

By Hearing Examiner Herbert Sharfman

■ Scheduled further hearing for Feb. 8 in matter of complaint by WSAZ Inc. (WSAZ-TV), Huntington, W. Va., alleging that AT&T has charged greater compensation for use of program transmission channels between Columbus, Ohio, and Huntington, than is specified in applicable tariffs. Action Feb. 2.

■ Upon request by applicants Knorr Bcstg. Corp. (WSAM), Saginaw, and Southern Michigan Bcstg. Corp. (WELL), Battle Creek, Mich., and without objection by other partners, extended from Feb. 1 to Feb. 8 time for counsel's furnishing of additional material and order closing record will be issued five days after distribution of such material in proceeding on their am applications which are in Group II of consolidated am proceeding. Action Feb. 2.

■ Scheduled conference of counsel for Feb. 2 to discuss, among other things, matter of proposed findings of fact and conclusions in proceeding on application of WDUL Tv Corp., Duluth, Minn., for mod. of cp of station WHYZ-TV. Action Feb. 1.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by Brennan Broadcasting Co. (WAPE), Jacksonville, Fla., and substituted Brennan Bcstg. Co., a corporation, for partnership doing business under same name, as applicant in am proceeding. Action Feb. 1.

■ Granted petition by Miami Valley Christian Bcstg. Assn. Inc., for leave to amend its application for am facilities in Miamisburg, Ohio, to reflect changes in its financial status. Application is consolidated for hearing with Dockets 13222 et al. Action Feb. 2.

■ Scheduled oral argument for Feb. 6 on petition by Abilene Radio and Tv Co. to add Evansville issue regarding application of E. C. Gunter, and related pleadings and other matters, in San Angelo, Tex., tv ch. 3 proceeding. Action Feb. 2.

Rulemakings

■ By further notice of proposed rulemaking in Docket 13860 on proposal by Bi-States Co. (KHOL-TV, ch. 13, Kearney, Neb.) to add ch. 4 to Superior, commission invites comments by March 13 to somewhat conflicting proposals by (1) Bi-States to also add ch. 8 to Albion, and (2) Nebraska Council for Educational Tv to add chs. *4, *3, and *8 to Kearney, Basset and Albion, respectively, for educational use in those cities, and to reserve for educational use ch. 13 in Alliance and ch. 9 in North Platte, now commercial in those cities. Ann. Feb. 8.

■ By report and order, commission finalized rulemaking in Docket 13905 and amended tv table of assignments by deleting ch. 31 from Lancaster, S. C., and substituting ch. 67 instead, adding ch. *31 to Columbia, S. C., for educational use and making ch. 19 (now educational) available for commercial use in that city, effective March 17. At same time, it modified authorization of Palmetto Radio Corp. to specify operation of WNOK-TV on ch. 19 instead of ch. 67 in Columbia; conditions. Ann. Feb. 8.

Kentuckiana Television Inc. Louisville, Ky. (1-19-61)—Petition to amend petition for rulemaking filed Dec. 27, 1960; requests amendment of petition to specify ch. 32, rather than ch. 31 as shown. Ann. Feb. 7.

KRBC-TV Abilene, Tex. (1-27-61)—Requests amendment of rules so as to allocate ch. 6 to San Angelo, Tex., and that commission, through State Dept., complete negotiations with Government of Mexico, if necessary, to secure Mexican consent to this allocation. Ann. Feb. 7.

WCTV (TV) Thomasville, Ga. (9-22-60)—Denied request for reallocation of ch. 6 from Thomasville, Ga. to Tallahassee, Fla. Ann. Feb. 7.

License renewals

■ The following stations were granted renewal of license: KIHN Hugo, Okla.; WTRA Latrobe, Pa.; WNAV Annapolis, Md.; WBSR Pensacola, Fla.; WNJR Newark, N. J.; KUMA Pendleton, Ore.; WAIM, WCAC-FM Anderson, S. C.; WOHS-AM-FM Shelby, N. C.; WFGN Gaffney, S. C.; WAMS Wilmington, Del.; WRAP Norfolk, Va.; WSTU Stuart, Fla.; WSAZ-AM-TV Huntington, W. Va.; KREM-AM-FM-TV Spokane, Wash.; WAGS Bishopville, S. C.; WSIC, WFMX(FM) Statesville, N. C.; KVRC Arkadelphia, Ark.; WPAR Parkersburg, W. Va.; WYAL Scotland Neck, N. C.; WJPA Washington, Pa.; WGUS North Augusta, S. C.; WOOW Greenville, N. C.; WPAT-AM-FM, Paterson, N. J.; WSHE Raleigh, N. C.; WBUT-AM-FM, Butler, Pa.; KLO Ogden, Utah.

NARBA Notification

List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to recommendations of the North American Regional Broadcast Agreement engineering meeting.

610 kc

CKTB St. Catharines, Ont.—10kwD/DA-1 5kwN unl. (now in operation with increased daytime power).

680 kc

CKGB Timmins, Ont.—10kw DA-2 unl. (now in operation with increased power).

1140 kc

CKXL Calgary, Alberta—10kw DA-N unl. (now in operation with increased power).

1280 kc

CHIQ Hamilton, Ont.—5kwD/2.5 kwN DA-1 unl. (now in operation with new station).

1290 kc

CFAM Altona, Manitoba—10kwD/5kwN DA-2 unl. (now in operation with increased daytime power).

1320 kc

CKKW Kitchener-Waterloo, Ont.—1kw DA-2 unl. (now in operation with new station).

1340 kc

CFYK Yellowknife, N.W.T.—0.25kw ND unl. (now in operation at new site).

1420 kc

CKPT Peterborough, Ont.—1kwD/0.5kwN DA-2 unl. (now in operation with new station).

1480 kc

New Westminster, B. C.—5kw DA-1 unl.

1570 kc

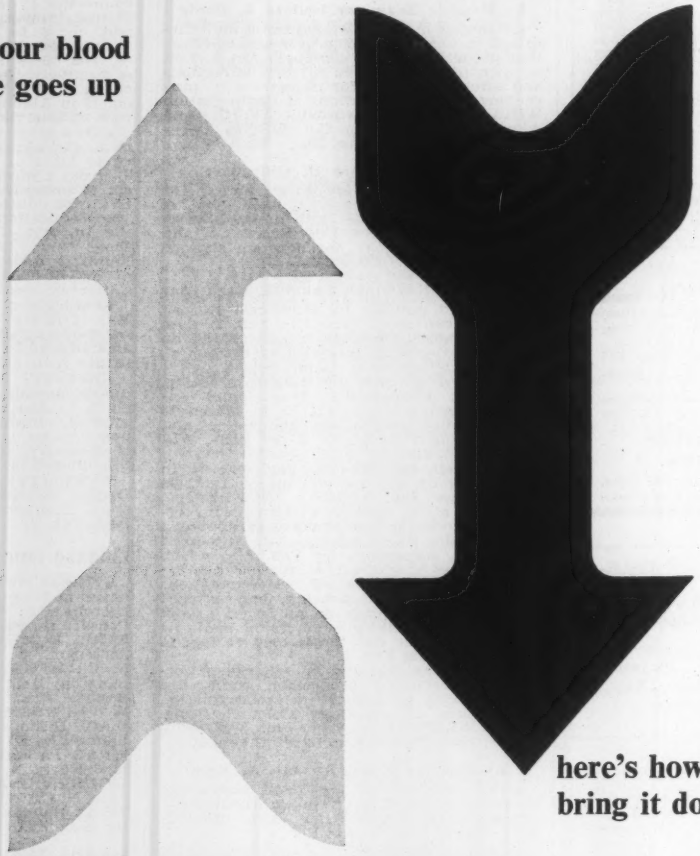
New Halifax, N.S.—5kw DA-1 unl.

1600 kc

CHVC Niagara Falls, Ont.—10kw DA-2 unl. (now in operation with increased power).

NOTICE TO EDITORS—For more than 30 years, Metropolitan Life has sponsored advertising messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors) free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

When your blood pressure goes up



here's how to help bring it down

ONLY a few years ago, doctors could do little more than say to their patients: "You must learn to live with high blood pressure."

That advice still holds good. But nowadays there are specific treatments by which this condition can often be controlled when not complicated by some underlying disorder. Your doctor will decide if such treatment is indicated in your case.

Many new drugs are largely responsible for helping to reduce the risks of this condition. These drugs, which must be prescribed, can lower blood pressure and may reduce the possibility of damage to the heart and blood vessels.

Since high blood pressure affects an estimated 6 million people in our country, you should know these facts:

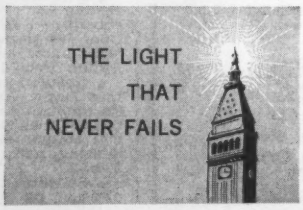
1. Hypertension can develop without any warning symptoms whatever—a good reason why everyone, especially those middle-aged or older, should have periodic medical check-ups. The earlier it is detected, the easier it is to control.

2. Hypertension occurs more than twice as often among overweight people as among others. A combination of overweight and high blood pressure is a serious matter.

3. Anyone can develop high blood pressure. It is more common, however, among people who are subject to a great deal of tension and anxiety. Heredity is an important factor, too.

Many people with high blood pressure or hypertension live long, useful lives through moderation in living habits, weight control and faithful observance of their doctors' instructions.

Metropolitan Life
INSURANCE COMPANY©
A MUTUAL COMPANY
1 Madison Avenue, New York 10, N. Y.



OUR RESPECTS to Douglas Lewis Manship, WJBO-WBRZ (TV) Baton Rouge

His broadcast editorials go to the heart of any issue

The frustration in Baton Rouge, La., spread far out into the bayous shortly after World War II when the FCC came up with its allocation of tv channels to metropolitan markets.

More frustrated than anyone was a slim young redhead, fresh out of the Air Force. He just couldn't figure how the sliderule bureaucrats in Washington had left Baton Rouge, the state capital, off the tv allocation lists.

Census Anomaly ▪ Behind the governmental neglect of this industrial and commercial metropolis was a close-in municipal boundary that gave Baton Rouge a population of only 35,000 in the 1940 census. This figure failed to take into account the far-reaching, built-up areas beyond the narrow city limits nor the residents of West Baton Rouge Parish across the Mississippi River. And it failed to note the city's fantastic growth during the early and mid-'40s. At last count (1960 Census), Baton Rouge had 151,000 in the city itself plus 77,000 outside the central city.

Douglas Manship was elected president of the family radio properties (WJBO-AM-FM) in 1947, moving over from the family's newspapers, *State-Times* and *Morning Advocate*. He liked the newspaper business, but also served as announcer during his college days at Louisiana State U. He liked, too, the clean signal put out by the postwar fm outlet.

The frustration of Baton Rouge's chilly treatment in the FCC's allocation got worse during the commission's tv freeze. By the time of the Sixth Report and Order, which ladled out channels to every community of any size, WJBO found itself in competition with another applicant for the coveted channel that had been assigned to Baton Rouge. A familiar solution was found. The two applicants merged into Louisiana Tv Broadcasting Corp. (WBRZ [TV]), with Doug Manship as president. He's now general manager as well.

A Baton Rouge native (born Nov. 3, 1918), he has spent all his years, except for the war, in his home town. At 17 he was doing a sort of disc jockey chore at WJBO during vacations from Sewanee (Tenn.) Military Academy. Sen. Russell Long (D-La.) is his lifelong friend. But the senator's father, the late Huey Long, and the elder Manship were open enemies, a breach that constantly widened as the family newspapers fought the governor and later senator for his specialized political policies during the stormy 30s.

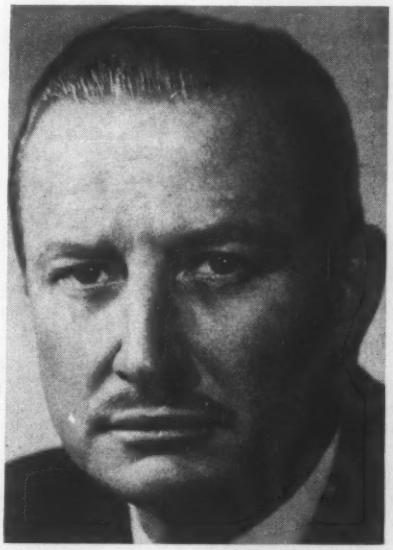
Facing Issues ▪ His father's long fight against any form of censorship or restrictions on freedom is reflected in the recent editorializing policy of WBRZ. For many years the station has taken editorial stands on public issues when events justified, though Doug has contended editorializing should be timely rather than based on a strict schedule: "We don't editorialize just to fill the space. That newspaper tradition tends to deaden editorial pages."

A recent WBRZ series on the delicate racial question followed a station feature titled *The Month of Decision*, broadcast last September. Here WBRZ took an honest look at the status of school segregation in Louisiana. "It's an inescapable fact that no one has ever won a fight against desegregation of schools," he said. "You could close schools or integrate. If you close them, you kill Louisiana." The series was carried before desegregation was ordered in New Orleans schools.

Then Doug started a series of tv editorials that went right to the heart of the issue, a daring policy in this southern region. "We were glad to have one ally, WDSU-TV New Orleans, in the lonesome campaign," he said.

He voiced a ringing protest against the "star-chamber" tactics of Gov. Davis in calling a special session of the legislature. He pointed to flaws in the two proposals to be considered—interposition and closing of schools. He stated plainly that the crisis had grown out of the state's refusal to accept a U. S. Supreme Court decision.

When the legislature refused to adopt interposition or school closure he quickly voiced his congratulations and added a warning that the state payroll was being padded. And he pointed out what he felt were deceptive steps in procedure to adopt a state sales tax as well as regretting public apathy toward political stratagems.



Doug Manship
Knows Louisiana politics

Like Father ▪ Doug Manship knows his state politics. He inherited his father's crusading spirit and particular political methods. He has stayed in his WJBO presidency and is secretary-treasurer of Capital City Press (*State-Times* and *Morning Advocate*).

Shortly before entering the Air Force in April 1942, he married Jane French, of Effingham, Ill., whom he had met at LSU. They have four children—Douglas Jr., 18; Richard French, 14; David C, 12, and Dina, 5.

He had three active years in the service, doing photo reconnaissance for the 3rd Army and 9th Air Force. He was mustered out as a captain.

In 1951 he was chosen "Outstanding Young Man" in Baton Rouge by the Jaycees. The same year he was appointed state director of civil defense, serving without pay.

Some Annoyances ▪ He has some pet broadcasting peeves, particularly a resentment toward artificial bans on advertising. He questions, for example, the wisdom of banning a Preparation H from the tv code (WBRZ never had a single complaint) while permitting "unadorned pornography on both radio and television." He says some of the tv film trailers have practically naked women and dirty dialogue lifted out of context from films. Some of the radio copy for films is in "indescribably bad taste," he charges.

At WBRZ he likes to talk about the station's video tape truck, owned by an affiliated corporation and subleased to those desiring to use it. The truck is a familiar object at local events.

His list of civic connections is much too long to chronicle but ranges from the Rotary Club to the Salvation Army.

Doug turns reminiscent frequently, recalling the days "when broadcasting was fun instead of an efficient business." He recalled recently that WJBO used to leave all the windows open in the days before air-conditioning, unconcerned about the noise from passing traffic; and the availability of a microphone when someone walked into the studio, saying "I'm pretty good with a guitar."

As to the future, he's especially concerned lest Congress abridge freedom of speech under "one guise or another such as censorship of newspapers and broadcasting through the postal and taxing powers."

Sitting on their hands

THE $12 billion advertising industry, shot at with fierce and organized intensity from all sides, is shooting back with popguns.

At the Advertising Federation of America's winter meeting in Washington two weeks ago this top-level organization based its image-building program on two devices: (1) National Advertising Week Feb. 5-12 and (2) a year-long campaign based on a kit of "public relations materials."

This is the best the AFA can offer right now to combat a rising barrage of books, speeches, magazine articles and well-heeled lobbying designed to destroy or at least slow down the growth of advertising.

As far as it goes the drive is good. Unfortunately it lacks the money and industry support needed to do the job that must be done if advertising is to maintain its place in the economy. Serious crises call for serious action. If AFA as a loose all-industry federation lacks the machinery and desire to start serious action, then some other means must be devised. McCann-Erickson and Daniel J. Edelman & Assoc. have performed professionally as task agency and public relations counsel in the 1961 week-year campaign. But if AFA is to achieve its announced objective "to upgrade the public image of the advertising industry by telling of advertising's vital role as a dynamic force in the U. S. economy," it needs real money and muscle. Surely these can be scraped together from the components of a $12 billion industry.

Muscle-builder at the FCC

IT IS now clear that the FCC's new chairman intends to propel the agency into active surveillance of radio and television programming. He said so last week during his confirmation hearing before the Senate Commerce Committee.

Newton N. Minow told the senators he felt the government has the obligation to encourage an improvement in program quality, and "I intend to do something about it."

He also said that program ratings were "a proper area for concern" and that the FCC's monitoring of station programming ought to be expanded.

In the present climate, Mr. Minow may be able to get his way. Ever since the agency held its programming hearings a year ago it has been evident that the trend was heading toward government intrusion into programming decisions. Monitoring has already been in operation, as some broadcasters are painfully aware. Last July, in a policy statement, the commission announced its intention to require broadcasters to provide programming to meet the needs and interests of the communities they served. In this way the commission assumed the ultimate responsibility of program judgement, for to deny or grant a license on the basis of program performance implies a prior decision whether the programming is good or bad.

Mr. Minow's statements on programming surveillance were touched off last week by observations by Sen. John O. Pastore, chairman of the Communications Subcommittee, about violence on television. In that context Mr. Minow's comments would seem to suggest that he thinks the FCC is in a position to influence the number and nature of westerns, mysteries and adventure shows in which violence occurs.

His statements on ratings were prompted by Sen. A. S. Mike Monroney, a longtime critic of ratings services. Mr. Minow did not take exception to Sen. Monroney's view that ratings are depressing the quality of television programs.

If Mr. Minow thinks the FCC can properly guide the programming of radio and television and sit in judgement on the methods by which audiences are measured, broadcasting is in for tougher regulation than it has ever faced.

We take comfort in knowing that Mr. Minow has a keen mind and an expert lawyer's ability to weigh arguments intelligently. It is quite possible that after he has had time to study his new job and the industry he regulates he will modify his views.

That condition will not come about, however, unless broadcasters present him with the argument for their side at every appropriate opportunity.

Somebody could get hurt

IT IS none of the FCC's business to say how many action shows are on the networks, as we have observed above, but it is the networks' business. As plans now stand, there will be plenty of action on the networks next season—more action, perhaps, than is urgently needed.

As this publication reported Feb. 6, the pencilling-in of next fall's schedules is well along. Many changes will be made between now and air time, but unless the changes are more radical than present thinking portends, programming will feature an increase in gunplay.

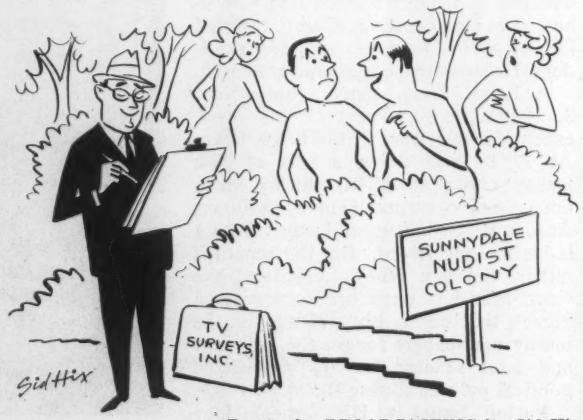
Among the three networks competition for audiences is undeniably intense, and action has equally undeniable audience appeal. We just hope that the networks will find other ways to conduct their struggle in addition to the knife, the garrote and the gun.

Proper tribute

SELECTION of Judge Justin Miller, former NAB board chairman and president, for the NAB's Distinguished Service Award is a highly deserved recognition of his achievements on behalf of freedom of speech and industry slandards. The association's selection committee took notice of his contributions over a period of more than a decade of service at NAB.

Judge Miller assumed the NAB presidency in late 1945. The postwar period found radio a favorite target for professional critics. During his regime he pressed the point that broadcasters are professional men and broadcasting is a dignified calling. An authority on constitutional law, Judge Miller fought to bring to broadcasting the basic safeguards of the Bill of Rights.

All these achievements, and more, will be recognized with the award at the Washington convention next May.



Drawn for BROADCASTING by Sid Hix

"I told him our favorites were Rawhide *and* Naked City!"

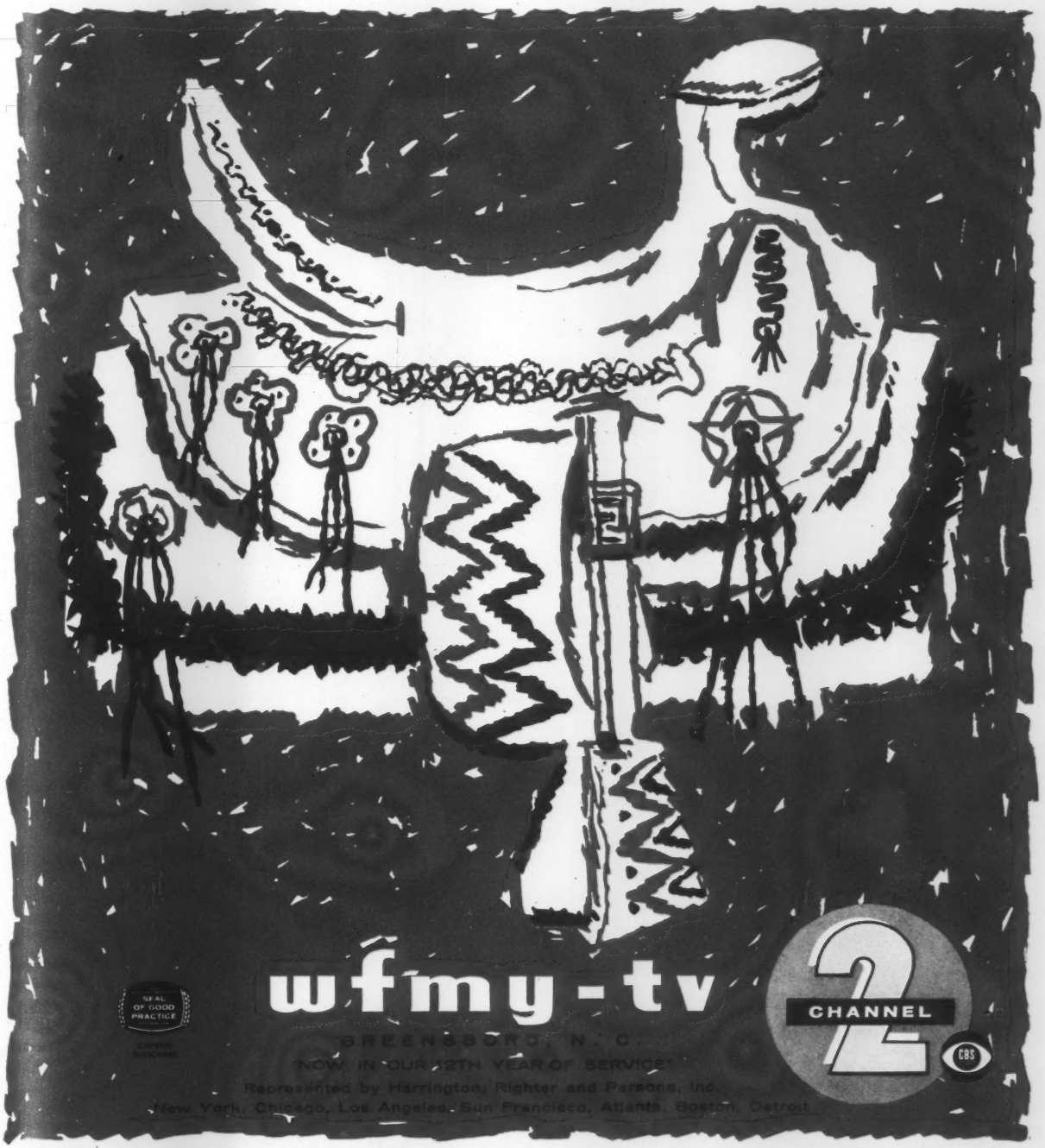
CREATIVITY . . . wfmy-tv creates sales in the nation's 44th market*

Creativity . . . someone's artistic ability produced this handsome leather saddle.

Creativity . . . WFMY-TV's proven ability to create greater sales and profits for you, in the *Industrial Piedmont.*

Sell the nation's 44th market* (44 counties, 17 cities) . . . where 2.3 million customers have 3.2 billion dollars to spend . . . for complete details call your H-R-P rep today!

*Source: Television Magazine, 1960 Data Book


wfmy-tv
CHANNEL 2
CBS
SEAL OF GOOD PRACTICE
GREENSBORO, N. C.
NOW IN OUR 12TH YEAR OF SERVICE
Represented by Harrington, Righter and Parsons, Inc.
New York, Chicago, Los Angeles, San Francisco, Atlanta, Boston, Detroit